

# **MARKETING IT PRODUCTS AND SERVICES**

**Jeannette Lynne Closser**

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For example, a manager may feel that he requires needs information to improve his knowledge. This led to an in-depth analysis which revealed, surprisingly, that the services were not user oriented largely because of the non-involvement of users in their design and also that the extent of use made of these services was unknown to the generators of the information services.

Karnik, Librarian, British Library, Ahmedabad;. Along with external marketing, internal marketing and alliances are equally important, i. The table below describes in more detail the data being collected. Second, the winds of globalization, marketization, and privatization have been sweeping away the long-held political and economic beliefs.

For the Category of Marketing: To round out your knowledge of this Library topic source.