



# *Marketing & Advocacy Resources Bibliography*

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Opinions and Perceptions of the Profession. Information Portal containing resources about how information professionals are perceived. Available at <http://www.sla.org/content/resources/infoportals/opin.cfm>.

Unit Marketing Insert. Units marketing tool to promote upcoming meetings, events, awards and membership. Available at: <http://www.sla.org/content/resources/leadcenter/leadresour/unitmarketing.cfm>.

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