Stichting Collectieve Propaganda van het Nederlandse Boek
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deputy director
(specialised in children’s and youth literature)
To promote reading books
Cooperation between libraries, publishers and bookshops
Major campaigns:

The National Reading Days
Book Week
Children’s Book Week
Month of Crime Books
The Netherlands Are Reading
Why work together?
The competition in the battle for attention, time (and money) is very professional.
People are used to communication from top marketeers
Three brands everyone knows

(especially youngsters)
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More people can identify the golden arches of McDonalds than the Christian Cross

(Sponsor Research International)
The libraries in The Netherlands have decided to work with professionals for their Marketing and Communications.

And to cooperate with publishers and bookshops.
One brief example of a campaign
The National Reading Days
Goal for the public libraries:

Show the importance of reading on national level

Tie members

Attract new members
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Build a national campaign
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Professional marketing and communication is the key.

Use the natural partners for cooperation to reach this goal.
A cooperation can’t be established in one day

But if you see the importance, then there is no reason why you wouldn’t start exploring today.
thank you
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