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MARKETING INFORMATION AND THE ROLE OF THE ACTOR IN THE ADVANCEMENT BY INSTITUTIONS OF INFORMATION

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ABSTRACT

The study seeks to clarify the most important dimensions and forms of marketing information, its characteristics and the appropriate ones for marketing, the content of its marketing activity, the briefing of the means to ensure the success of its marketing, and the most important methods that informational institutions pursue in their marketing plans, as well as to identify the obstacles of marketing information. The study adopted a documentary approach to collect information from various electronic and paper sources, as it came out with a set of conclusions, the most important of which are:

1. Information, resources, and planning play a prominent role in the strategic advancement of marketing in information enterprises.
2. Marketing information is based on cultural, political, innate, and financial considerations in promoting marketing.

As for the most important recommendations, they were the following:

1. Developing appropriate plans to ensure the advancement of information institutions in the marketing of information.
2. Our informational institutions should take the initiative and forcefully to enter the market of competition with other Arab and international institutions.

Keywords: Information Marketing, Marketing Information, Information Institutions.

THE FIRST TOPIC

1 - Study problem

Information institutions in the civilized world are taking great steps forward by adopting various modern means to advance their reality. One is indissoluble, which is that we ask for everything for free, and behind us are our central governments that support that, and the study does not oppose that principle, but we may find ourselves in one day and this support has decreased or completely ended. Therefore, it is the first to find alternative ways to support our institutions, even with a simple one, to adapt ourselves to accept any reality imposed on us, and from this, the importance of information emerges as a commodity that is required in abundance by others.

2 - Study questions

- A. What are the most important methods used by our information institutions to improve their sustainability and survival?
- B. How can our information organization revive its empty budgets?
- C. Can our informational institutions become profitable institutions governed by supply and demand?

3 - The importance of the study

It lies the importance of the study, including comes

- A. Call to our governments to build institutions of information and promoting them to ease the dependence of direct them in the financing of self.
- B. The need for our informational institutions to change their strategies in a way that serves their aspirations to build solid foundations that support their empty budgets, especially non-profit institutions in light of a global capitalist economy.
- C. An attempt to shed light on the most important areas and mechanisms that serve the economic returns of information institutions.

4 - Objectives of the study

T the goal of the study to identify the

- A. Exposure to the most important dimensions and forms of marketing information.
- B. Know the characteristics of marketing information.
- C. Find out the most relevant marketing information.



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- D. Statement of the content of activity catalog information.
- E. Surround for ways to ensure successful marketing information in the institutions of information.
- F. Addressing the methods used by informational organizations in their marketing plans.
- G. Exposure to obstacles to marketing information in information institutions.

5 - Data collection tools: The study relied on documentary and electronic sources within the subject of the study.

6 - Methodology The study: The use of the curriculum documentary based on the literature published in the subject, both were sources of paper or sources of electronic.

THE SECOND TOPIC

1 - Introduction

Marketing in its profit-making concept has become the goal of many informational institutions in many countries of the developed and developing world, regardless of their goals and the productive capabilities they possess in the field of information because their survival and durability depends on the money they get to build their services and find ways to market their information. Linked to a fundamental link to the outside world represented by the society around which it has thus made a mutual benefit between it and it. Therefore, this study came to shed light on what marketing and marketing information is in informational organizations.

2 - Information concept

It is difficult to define a specific definition of information, as we find some researchers such as (Welbach) have limited many definitions of it. Also, whoever tries to define information will face the dilemma of distinguishing between it and data and knowledge. We believe that the best representation of information, data, and knowledge lies in the fact that the beginning begins with the data that are scattered and not of real value until they are organized and dealt with in various ways and specific templates so that the result is valuable information that helps in the development of human knowledge through effective communication between the beneficiary and the producer of it, and from This information includes four basic connotations:

- A. It expresses a part of knowledge from the imagination of converting to other forms of thought.
- B. The transformation of data into a new state of knowledge.
- C. Putting the elements of the outside world and the data it contains in templates that can be used.
- D. It expresses the environment and the container for reactions based on variables and factors surrounding their production and use

The information is an inevitable result of the data that has been subjected to mathematical, logical, and statistical treatments, and both (Olayan and Iman al-Samarrai) define it as raw data represented by numbers, symbols, and other data, which is not meaningful unless it is processed and linked to each other by understandable logical relationships that result in the information that is the smallest part The information has a logical meaning and is mostly related to the software used on computers ⁽¹⁾.

The study can define information as a useful product made from raw materials, namely the different data, so that it took various forms of products, took its way to those who request it and is of benefit in building human knowledge or the movement of global growth in all its economic and political forms.

3 types of information

Information varies in its forms and according to the type of need for it, as Abdul Hadi divided it from his point of view into the following ⁽²⁾:

- A. Developmental: It helps the intellectual growth of a person, such as reading an article or a book.
- B. Achievement: by obtaining concepts and facts, such as using references or abstracts.
- C. Educational: as at the beginning of students' life and their research and study reading.
- D. **Intellectual:** These are the relationships between the elements of a problem, such as hypotheses and theories
- ...
- E. **Research:** represented by the experiences of oneself or the experiences of others.
- F. **Systematic:** It is related to the methodology and principles of the research.
- G. **Effective and catalytic.**
- H. **Political:** It is the center of decision-making.
- I. **Directive:** It includes media thought to direct group activity.

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4- What is information marketing

Marketing reflects the philosophy of the institution and its orientations, so success begins from there, where the real breakthrough is in knowing the needs of people and meeting them. In light of this, specialists in information institutions work to achieve success. Knowledge, resources, and planning play a prominent role in the strategic advancement of marketing, which in turn is based on cultural, political, and innate considerations as well as financial accounts ⁽³⁾. Therefore marketing took several dimensions, namely ⁽⁴⁾:

- A. Locality:** that is, in the sense of transferring information to the locations of the beneficiaries, especially remote places.
- B. Time:** it includes possessing information until it is needed, as well as its timely delivery to the beneficiaries.
- C. Possession:** it means transferring ownership of information from the informational institution to the beneficiary, and it is coupled with overcoming the legal obstacles related to that.
- D. Formalism:** that is, designing the institution's informational products according to the needs and tastes of the beneficiaries.

Marketing in the language is the market's demand for services, and the market is the place for selling and buying goods. Researchers have defined marketing with many definitions that have taken many directions, each according to his problem. And (Kotler) confirms this by saying that all the definitions that dealt with this are useful, but they cover part of the marketing process. Some of them describe it as a distribution of services, a transfer of ownership, or related activities.

(Supply and demand) ... etc ⁽⁵⁾. Therefore, marketing is defined in three aspects, namely ⁽⁶⁾:

- 1. Economical:** It is a process of commodity exchange based on mutual benefit.
- 2. Administrative:** Marketing is related to time, as it is designed according to the needs of the beneficiaries. It is crystallized through the processes of pricing, distribution, promotion, postal sales services, and forecasting among the research elements of the administration.
- 3. Legal:** It is the process of transferring ownership from the places of production to the final beneficiary.

(Kotler) defines marketing as a management system linked to the philosophy and orientations of the institution, and it is the center of success for enterprises through the primary and important knowledge of the social needs of the human being and their fulfillment ⁽⁷⁾.

As for the study, it defines marketing as the process of creating information or data in various forms and according to the desires of the beneficiaries related to measuring infinite speed and achieving the ultimate purpose of their need for it.

Overall it can be half of the marketing that ⁽⁸⁾:

- 1. An integrated system of sub-activities.
- 2. A dynamic activity with social and economic dimensions.
- 3. A way to achieve the goals of the institution.
- 4. Precise and carefully guided process.
- 5. Applied to goods material and ideas are intangible.
- 6. the possibility of institutions non - profit that works in the marketing side - to - side with the institutions of profitability.

5 -Advantages of Marketing Information

The need to be characterized by information with some features to be of benefit desired from the market and through the point of view of Mohammed Al-Saeed Khashaba and follows : ⁽⁹⁾

- A.** The appropriate and confined timing between the speed of input, processing, and output and their arrival to the final beneficiary and the best way for that is the computer.
- B.** Accuracy of information and free from errors or anything distorted and accuracy means the ratio of information correct to the total information generated during a period of time certain.
- C.** The validity of the information retrieved and is related to the inclusion of information or the degree of clarity of the system query.
- D.** Flexible information and adapted for many of the applications.
- E.** Clarity of information and freedom from ambiguity.
- F.** To be subject to review by the beneficiaries and to examine the same information.
- G.** Non- bias according to the type of beneficiaries, their goals, and their desires.
- H.** Ease of access to information and quick access to it.



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I. The possibility of measuring quantitative information official resulting from the system's official and the exclusion of information is official.

J. El Mall system information to the needs of beneficiaries and in full without detail plus or brevity loses its meaning

6 -Adequate Marketing Information

The information that can be marketed in the marketing environment is varied, some divide it into two main forms, namely ⁽¹⁰⁾:

- 1- Productive Marketing Resources.
- 2- Marketing information services.

In other words, some products are produced by the informatics organization through specific information services. The study notes that information marketing is a comprehensive term for many areas that are included in its elaboration, and the study can classify it into the **following**:

A- Private information: It is information that the institution produces itself by information specialists or non-specialists such as (collecting, preparing, organizing, typesetting, printing, reproduction, binding, and maintenance).

B- Ready information: It is information that the institution provides from abroad and does not interfere in any production process, and it is either in a printed paper form such as books or electronic form such as CDs or multimedia ... etc.

C- Supportive services: These are services that the Foundation provides a service to its beneficiaries and has a financial return for it, such as printing IDs and renting the foundation's floors for exhibitions, scientific and cultural events ... etc.

D- Fines: as the information institution imposes it on every beneficiary who violates the institution's information system, and it comes in three types (delay in returning loaned resources, loss of resources, loss of the identity of the information institution).

In general, the following can be marketed in the field of information⁽¹¹⁾ :

1. **Vessels information Miscellaneous:** It is the most important :
 - Paper printed sources.
 - Paperless resources such as thumbnails and audio-visual materials.
 - Digital resources, such as books, periodicals, and electronic references.

The latter is marketed through the Internet either for free or through purchase and subscription. Some of these sources are either marketed in CD-ROM form or within the subscription to private databases. Recently, large companies have sprung up that market thousands of databases. These are called "grammar rules," the most famous of which are "dialog" and "silver platter."

2. **Information services:** They are many and varied, and informational organizations can market them, such as:

- Industrial and commercial services, including industrial information and statistics ... etc.
- Traditional and state reference services such as bibliographic lists or answering reference questions ... etc.
- Printing, cloning, and photocopying services including (scanning, microfiche, microfilm, electronic reproduction).

In addition to what the study mentioned of services that can be marketed, we can add the following important services :⁽¹²⁾

- A. Design and availability of library digital and search where the inventory sites institutions informatics digital and other connectivity with them.
- B. Indexing and classification of sites online diverse and work on the availability of headlamp heads topics for researchers private capital subjects to classify the Library of Congress in Islam, history and language Arabic
- C. Service hall discussion talks about after (Video Conference) Used in services broadcast lectures and seminars education for distance or what is known education e (E-Learning & Distance Learning) Through various means of communication and providing registration service for whoever wants.
- D. Services to provide information to students " study of distance " in cooperation with the bodies of education higher so that checks the conditions for recognition in these programs of the institutions and other.s

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3. Technology information: It includes hardware and equipment such as computers and others, software, databases, conferences, specialized seminars, and training courses, as well as translation, hardware maintenance, consulting services, and others, as well as new ideas in the field of information technology. .⁽¹³⁾

What is currently available in the countries of the third world, especially the Arab world, is completely different from what is found in the developed countries regarding the various methods of marketing, because the art of marketing is still neglected or almost neglected by the specialist in informational and information institutions and has not received the care and status it deserves, and it is possible to benefit from marketing theories Information in the information and information institutions science curricula because those belonging to the profession may not have sufficient experience in marketing methods, as it is noticeable that the majority of these curricula lack materials related to the marketing arts and skills. .⁽¹⁴⁾

7- Marketing Mix

Or what is called the marketing mix, which is the backbone of the information marketing activity and consists of the following elements⁽¹⁵⁾:

A. Commodity: We mean by it the outputs produced by informational institutions such as discoveries and extracts ... etc. The product is considered the starting point towards marketing because all decisions related to pricing, promotion, and distribution depend mainly on it.

B. Price: a contrast, probably the material that follows the beneficiary of the information when provided to him.

C. Promotion: Includes mix promo all of the advertisement, advertising and selling personal relations, the public and the concept of promotion means that contact the beneficiary and inform them of its definition of goods and services available and encouraged to buy the present and in the future.

D. Distribution: is the transportation of products from their places of production to the beneficiaries of them.

The study can add a fifth point, which is (**feedback**) to the marketing mixture through the user's reaction to the product and his views and ideas about developing the service or product so that the informational organization can take into consideration this because the beneficiary's satisfaction and acceptance is the focus of success in achieving the set goals. This is confirmed by Yusri Abu Ajamiah⁽¹⁶⁾ when he said that the evaluation process is necessary to ensure that the objectives and desired results are achieved, and on the other hand, the aspects of default and the identification of their causes.

8 - Fundamentals of Marketing

The success of marketing in institutions of information on the different types of needs to a group of ingredients necessary even provide its services image optimal for beneficiaries and is as follows :⁽¹⁷⁾

A. Define the objectives of the institution of information: It is the things essential that required by the institution of informatics whatever was its nature as requiring planning a deliberate and realistic for the present and the future to limit both.

B. Type of beneficiaries and the nature of their needs: it is necessarily related to the management of enterprise information from the order of planning for future services enterprise information where includes beneficiaries and non - beneficiaries and their needs and the reasons for using them and the obstacles that they face and their knowledge systems here and the extent of their need for help and assistance from specialist information here.

C. Services that can be provided: The informatics organization must provide other supportive services by preparing the appropriate place and atmosphere for reading, good lighting, and special rooms and seats for research for those seeking isolation, as well as their working hours and in line with the times of the beneficiaries. And that the institution endeavors to present new services in style and quality, but any new may encounter some difficulties or rejection from others⁽¹⁸⁾. The study indicates that the rejection is double, meaning that it may be from within the informational institution and related to the functional staff who was brought up in traditional services who may oppose this or find it difficult to deal with it and that the rejection may also be the beneficiaries if some researchers do not know, for example, computer arts. Or dealing with modern technologies.

For informational institutions to succeed in building a successful marketing program, they are supposed to equip their main facilities, which are⁽¹⁹⁾: computer laboratories, research rooms, smart classrooms, private research rooms, collective discussion rooms, seminar and lecture halls, Internet halls, and research rooms in bases. Data halls, movie halls, video movie halls, etc.

D. Methods of communication with beneficiaries: It is related to the skill and the ability to contact and deal with the beneficiaries and the desire to serve and be of through :⁽²⁰⁾

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- Advertising and communication direct beneficiary, such as preparing brochures tariff tours, organization of information, visits field.
- Provide services unique to the beneficiaries and lectures to introduce the services of the enterprise information.

In light of the foregoing, the marketing plan, for its success in informational organizations, needs effective means of communication for my agencies : ⁽²¹⁾

- Services email.
- Offers private and posters.
- Desktop Publishing Service
- Holding conferences and courses to increase awareness of information services in the informatics organization
- Publishing articles in the press and the media.
- The use of radio and television as a means of advertising.
- Active participation in trade fairs

E. Conduct periodic evaluation of the activities and programs of the informatics institution, periodically . ⁽²²⁾

9 - Market segmentation

One of the important things or methods that information organizations must adopt in their marketing plans is the process of market segmentation. What is meant by dividing the market into homogeneous categories in which there is a relative degree of similarity in the needs of its groups to provide them with adequate services in whole or in part, taking into account the differences between them, because the market segmentation policy contributes to the production of various services and goods ⁽²³⁾.

The study considers it an inevitable result of reaching the satisfaction of the beneficiaries who are the customers of the informatics institutions. Based on this, many characteristics and variables are adopted to segment the market, as it can be divided according to the customers of educational organizations (students, donors for research and studies, civil society organizations, local governmental organizations such as municipalities and dispositions) ⁽²⁴⁾. Or it may be divided according to the following elements: (age, gender, the standard of living, social level, academic achievement, housing, specialization). It can also segment the market according to the following factors ⁽²⁵⁾:

First: External factors: or what is known as the external environment of institutions and organizations, where the market is divided according to more specialized methods, as follows:

- 1. Demographics:** The data is analyzed according to the following variables: (age, gender, income, occupation, cultural level, educational level, ... etc.)
- 2. Geography:** through the geographical considerations and facts surrounding the informational organization (geographical area, climate, topography, transportation, transportation, street organization, ... etc)
- 3. Psychological and sociological:** the market is divided according to psychological and sociological concepts of the target market as follows: (What is the target market, the social structure of the market, the habits of market people, the psychological conditions of the people of the market, the resistance to psychological conditions, the strengths and weaknesses of the market environment, the influential people in the market, the social structure. Of the market, their trends and beliefs, their bias or belief in any thought).
- 4. Economic:** where the market is divided according to economic variables and the following: (Is it the standard of living is high - medium - low ..., the prevailing business, the predominant standard of living, economic growth and its impact on the target market).
- 5. Technology: The market is studied through:** (possession of devices and equipment, the number of devices and equipment, models, modernity, producing companies, their types, subscribing to global and local networks).
- 6. Cultural and cultural:** studying the civilizational and cultural level of the region through its possession of museums and monuments, cultural forums, theaters, the multiplicity of art exhibitions, the number of civilizational and cultural activities, the civilizational gap between the region and the information institution, the ability of the informatics institution to reduce the civilization gap
- 7. Competition Enterprise Informatics:** The study of the market of through census companies, institutions, publishers and providers of information and bodies and organizations, official and non - official and people of competitors in the region from where the provision of services information which may be parallel or superior to



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the services enterprise information technology in the region, the possibility of cooperation enterprise information with these authorities, Areas that can be cooperated with. And all this hurt in the area of reduction of competition.

The knowledge of things past in a very important institution of the terms of the development of the institution with the environment external it so that you can excel or cooperate with these parties because they said did not provide services more effectively to attract beneficiaries and prices suitable services and innovative or even free to be while that to restore their accounts in the market information to be worthy of excellence and maintain the position competitive in the market than through innovation services new and diverse.

Second: internal factors: or what is called the internal environment of institutions. The environment interior of the institution of informatics vary greatly fully to what aims to environment foreign because they are seeking to find out the following : ⁽²⁶⁾

1. Reservoirs strengths and weaknesses of the enterprise information.
2. Its determinants.
3. Its goals and plans.
4. Its activities.
5. Angel job available where.
6. Budget available to it.
7. The possibility of its construction and specifications.
8. Devices and connections therein.
9. Top management, its structure, and the relationship between departments and information centers with higher bodies.

10 - Marketing Obstacles

There are obstacles to the private application of marketing in institutions of informatics remind them the following : ⁽²⁷⁾

- A. poor understanding of marketing and applications in the environment, enterprise information, or limited ways to promote traditional only.
2. rejected some Librarian's idea of marketing services information mainly, for fear of our enterprise information from the circle of institutions utilitarian non - profit.
- B. Poor perception in understanding and recognizing the orientation towards marketing and its procedures, even when it is present
- C. Refusal to agree to the basic rationale for marketing that depends on the customer instead of the product
- D. Lack of agreement about the requirements, desires, and needs of the beneficiaries
- E. blur estimation value that contributes to the product information in the effectiveness of research and development and progress.
- F. the weak state of the economic public for those who are buying products and services information, particularly in the areas of studies human and environment education institutions informatics is oriented towards the market.

THE THIRD TOPIC

1 - Conclusions

- A. Play information, resources, and planning roles prominent in the promotion of strategic marketing in the institutions of information.
- B. Based on information marketing on considerations of cultural, political, and innate and financial of the advancement of marketing.
- C. Characterized by information characteristics specific to be of interest desired in the market (rudder, flexibility, lack of bias, measurement of quantitative, plains access it and get it).
- D. Owned enterprise's information activity marketing similar to the institutions of business and other possible to be the basis for its entry market competition and profit and loss.
- E. It needs the success of marketing in institutions of information on different types to a range of ingredients necessary even provide its services image optimal and is (the target, the beneficiary, the information marketing).
- F. Market segmentation policy is important in the production of various services and goods in information enterprises.

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G. Exposed information marketing to many of the obstacles within the institutions of information may be psychological, physical, or economic.

2 - Recommendations

- A. Setting appropriate plans to ensure the advancement of information institutions in marketing information.
- B. Selection of information marketing appropriate to be of feasibility in the process of marketing
- C. Of the first to take the initiative of our institutions of information strongly to enter the market competition with institutions and other Arab and international.
- D. Determine the components necessary for the success of the marketing process of information in our information institutions.
- E. Solve all the problems and obstacles encountered in the way of marketing information in our informational institutions.

Moving away from centralized systems in the management of our information institutions and adopting decentralized systems to be the best incentive for them to re-adopt the appropriate marketing methods that ensure that their budgets are enriched with the funds necessary for development and competition in the field of information marketing.

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