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**MARKETING EXPERT SETH GODIN
WILL SPEAK AT RAMAPO COLLEGE**

MAHWAH – The George T. Potter Library at Ramapo College of New Jersey, in conjunction with the New Jersey Library Association (NJLA) and the New Jersey State Library, will sponsor a presentation by marketing expert Seth Godin at the college.

Godin will discuss his latest book, “*Tribes: We Need You to Lead Us*” and answer questions from the audience. The public is invited to attend the presentation, designed for personnel who market services offered by libraries.

Considered a word of mouth guru, the best-selling author’s client list has included Google™, The Walt Disney Company and Universal Studios.

Godin will speak Tuesday, October 28, 10:30 a.m. to noon in the H-Wing Auditorium located in the H Academic Building. Seating is limited. The cost for NJLA members is \$15, nonmembers, \$25. The admission price includes a copy of the book.

To register or for further information, please contact Nancy Dowd, director of Marketing at the New Jersey State Library, ndowd@njstatelib.org or 609.278.2640.

For media inquiries, please contact Anna Farneski, assistant vice president, Marketing and Communications, 201.684.6844.