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SEO: A LITA Guide (Lita Guides) By Kenning Arlitsch;Patrick OBrien
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1. Appl Opt. 2003 May 20;42(15):2794-803. Improving visibility depth in passive underwater imaging by use of polarization. Chang PC, Flitton JC, Hopcraft KI, Jakeman

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Walker, Lizzy. 2013. Book review: Improving the Visibility and Use of Digital Repositories through SEO. College & Research Libraries, vol. 74:no. 6:pp. 627-628

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Kenning Arlitsch is the dean of the library at Montana State University. Prior to his current position he was the associate dean for information technology services

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Sunday, June 30, 3:30-5:30pm, with ALA President Maureen Sullivan and Dan Cohen, Founding Director of the Digital Public Library of America.