

uses exercises and jargon that make sense in the library world. Yet its broad XML coverage does not restrict this book to specific applications, allowing many different areas in technical services, digital libraries, and Web development to benefit.—*Tabatha Becker* (*tbecker@uccs.edu*), *University of Colorado at Colorado Springs*.

### Reference

1. Roy Tennant, ed., *XML in Libraries* (New York: Neal-Schuman, 2001).

***Using Interactive Technologies in Libraries***. Eds. Kathlene Hanson and H. Frank Cervone. New York: Neal-Schuman, 2007. 105p. \$59.95 paper (ISBN 978-1-55570-612-8). Library and Information Technology Association Guide, no. 13.

The stated objective of *Using Interactive Technologies in Libraries* is to “help you see through the buzz to determine the most useful applications” (xi) to implement in your library. The editors strive to help librarians not only understand new technology but also to learn how to use it themselves. Kathlene Hanson and H. Frank Cervone have achieved this goal by selecting authors who have concrete experience on which they have based their contributions to this text.

A major challenge of writing a book about technology is that it could easily become outdated before it even hits the press. The editors of *Using Interactive Technologies in Libraries* avoid this potential pitfall by selecting tried and true technologies for their focus. The book focuses on technologies that, despite being at the peak of their “hype cycles” (xi), have been tested and have lasted longer than the latest passing craze. In five chapters, this volume addresses four unique technologies: RSS (two chapters with different foci), wikis, blogs, and podcasts. Each author gives a brief introduction of the technology and goes on to describe how it might be applied in libraries. This description of applica-

tions is often based on the authors’ own experiences using the technology. The practicality of the chapters makes this book useful to any novice user of any one of the technologies addressed.

With the exception of the chapter titled “Wiki as Research Guide,” all of the chapters deal in some way with RSS feeds. For example, in “An Introduction to Podcasting,” John Iliff and Tyler Rousseau highlight that RSS feeds help make podcasts accessible. One might question whether there should have been more diversity in the selection of topics; however, RSS feeds are such a successful and ubiquitous technology that there is almost no avoiding them, and certainly no harm in addressing their use in a variety of contexts.

It might be expected that a book about *using* technology would be completely optimistic about the subject. That is not entirely true in this case. In “Library Blogs: The New Technology Bandwagon” the author uses a critical eye to address the potential issues of leaping into a technology trend without a full understanding of whether it will be an improvement to library service. The author describes the results of a survey he conducted at his academic institution in which students indicated their lack of understanding of and interest in RSS feeds. These survey results were the reason for his reluctance to enter into the world of blogging. The title of this chapter is somewhat misleading because it actually describes the potential for failure of library blogs while providing one possible solution. But the author’s skepticism does balance out the views of the other seemingly unwavering fans of technology featured in this text.

While the technologies addressed could be easily implemented in any library setting, the examples are from academic libraries. The inclusion of an example of a successful implementation of one of these tools in a public or special library would have rounded

out the book nicely.

*Using Interactive Technologies in Libraries* is a slim, accessible guide to implementing four of the most popular technologies within library settings. Both librarians new to technology and those with an existing interest will find this book to be a useful addition to their technology toolkits.—*Sarah Wickett*, (*wicketts@queensu.ca*), *Queen’s University, Kingston, Ont.*

***Sudden Selector’s Guide to Business Resources***. By Robin Bergart and Vivian Lewis. Chicago: ALCTS CMDS, 2007. 70p. \$28.00 (ALA members \$25.65) paper (ISBN-13 978-0-8389-8414-7; ISBN-10 0-8389-8414-2) ALCTS/CMDS Sudden Selector’s Series, no. 1.

It is not unusual for librarians to be asked to take on new work assignments, including collection management for a new subject area. If this has happened to you, you know how valuable it would be to have a mentor, advisor, or a written guide to get you started in mastering the new collection development assignment. What you need is a nuts-and-bolts, how-to-do-it guide to provide basic resources and encouragement. This is exactly what the new ALCTS/CMDS Sudden Selector’s series provides.

This first volume in the series offers advice to librarians who are new to business subject fields and who lack formal education in management or business. The authors state that the purpose of the book is to help the librarian through the first few months on the job through “becoming a competent selector of business resources and all that this role entails: joining associations, finding mentors, monitoring electronic discussion lists, and of course, learning how to select materials for your collection” (xii). This is a sizable mission for a seventy-page book. But, from the start, the authors make it clear that this is not a comprehensive book outlining all major resources in business, but rather a beginning point

for a selector new to business library collection development work.

As the authors also point out, business librarianship is challenging. Business libraries serve diverse public, academic, and corporate clientele. A number of specific specialties (real estate, hotel management, insurance, investment advice, sales) can be included as part of the collection. A large number of business books are published annually; the *Bowker Annual and Book Trade Almanac* estimates 5,598 business books in 2006.<sup>1</sup> New librarians will not be able to acquire everything, so they will need to know what publishers, topics, content levels, and formats are needed in a specific collection.

Business library users have many different needs. Some business researchers need trade literature or corporation Web sites, some need academic research, some need data of various kinds, and still others need extensive information about business practices and regulations in specific countries or regions of the world. The *Sudden Selector's Guide to Business Resources* successfully provides the general sources that all business librarians (public, corporate, academic) use to guide their selection decisions.

Both authors are academic librarians working in Canada. The book is focused on North American business resources in English, and a strong point of the book is the inclusion of many Canadian resources in addition to important U.S. resources. One of the authors is new to librarianship; the other is an experienced business librarian. This pairing of outlook and experience creates a good mix of sources: up-to-date Web newsletters and blogs along with more standard print and electronic resources. Because of the obvious collaboration between the enthusiastic new librarian and the seasoned professional in evaluating and choosing content, the book has credibility and appeal as a training tool.

It is possible, of course, to debate

which resources and information should be included or excluded from this training guide. In general, the authors have focused on significant up-to-date resources and categories of information that most business librarians would agree are appropriate and useful. There are some omissions. For example, information on finding library associations and library association colleagues is included, but information on finding local business associations or business association colleagues is not. Approval plans can really help new collection managers, and their components are mentioned briefly. But information outlining resources that may be available from your approval plan vendor (book reviews, tables of contents, peer-purchases) is missing. In the chapter describing essential business electronic resources, journal literature is well covered, but there is little information on more targeted business sources, such as accounting standards or advertising costs. But, for those librarians who want to branch out beyond the boundaries of the given lists, the heart of the book contains a good bibliography of recent and older standard bibliographies and guides to information sources on business topics that go into much greater detail and will include the print and electronic resources that any new business librarian will need to discover.

Some niceties are sacrificed to brevity. Because most entries in the book are lists of sources with brief or no annotations (for example, a list of print business news titles or a list of Web-based business newsletters), it is often not possible for the reader to determine if the Web sites require subscription fees or registration, to find the bibliographic details for print sources, or to determine which of the listed sources is most highly recommended. Also, the book's utility would have been enhanced by an index at the end.

The educational preparation of new collection development librarians

is an important professional issue. Several American Library Association groups, including the Association for Library Collections and Technical Services Collection Management and Development Section and the Reference and User Services Association Collection Development and Evaluations Section have standing committees investigating core competencies for collection development librarians and the need for both formal education and in-house training. The Special Libraries Association and the Association for Library and Information Science Education also have worked on issues related to collection development competencies. Many new collection development librarians are not prepared to meet fully the collection building challenge in new subject areas. There has always been, and will likely continue to be, a void occurring where formal academic education for librarians leaves off and in-house training or mentoring for new hires begins. It is into this void that the *Sudden Selector Series* bravely ventures to provide valuable connections, tools, print or electronic resources, advice, and, most of all, encouragement for a librarian about to embark on a new collection building adventure. Recommended for all new business librarians and those interested in business library collection development.—*Judy Wells (j-well@umn.edu), University of Minnesota, Minneapolis.*

#### Reference

1. *Bowker Annual Library and Book Trade Almanac* (Medford, N.J.: Information Today, 2007): 487.

***Commemorating the Past, Celebrating the Present, Creating the Future: Papers in Observance of the 50th Anniversary of the Association for Library Collections and Technical Services.*** Ed. Pamela Bluh. Chicago: ALA/ALCTS, 2007. 207p. \$38.50 (\$34.65 ALA members) softbound (ISBN 978-0-8389-6431-