

# Book Reviews

Edward Swanson, Editor

***Integration in the Library Organization.*** Ed. by Christine E. Thompson. Binghamton, N.Y.: Haworth Information Pr., 2000. 140p.; \$39.95 (ISBN 0-7890-0966-8); \$24.95 paper (ISBN 0-7890-0984-6).

This volume, a special topic issue of the *Journal of Library Administration* that was published simultaneously as a monograph, offers an updated look at the evolving relationship between public and technical services. In her introduction, the editor states that the book will both examine approaches taken by libraries toward redefining traditional organizational roles and assess the extent to which the library profession has combined both public and technical services into a unified service-providing organization. While moderately successful in addressing the first topic, this collection provides little insight into the second. The most disappointing thing about this book is that most of the articles are so narrowly focused on a particular context or on the experience of particular individuals that it is difficult to draw any reliable conclusions regarding overall trends toward integration in library organization.

A few themes do emerge in the book. Several articles point to the implementation of information technology as a trend driving increased cooperation between public and technical services and increased organizational integration overall. The majority of the articles are written from a technical services perspective. In fact, justifying the importance of maintaining technical services operations within the context of individual

libraries, as opposed to outsourcing technical services functions, seems to be the chief objective of several articles. While most of the articles that fall into this category present valid and compelling arguments against wholesale outsourcing, they do little to advance the understanding of how public and technical services can be effectively integrated. Inclusion of more articles written from a neutral or public services perspective might have provided a more balanced view focused specifically on the integration issue.

The contribution by Christine DeZelar-Tiedman titled, "A Perfect Fit: Tailoring Library Positions to Match Individual Skills," stands out for its careful analysis of the skills traditionally possessed by successful catalogers and reference librarians and for its clear articulation of the benefits of allowing and encouraging those who are so inclined to engage in both public and technical services work. Likewise, Mary K. Bolin presents a thoughtful essay on the role of collegiality in the organization of academic libraries. At the other end of the spectrum, it is difficult to understand how an article describing in excruciating detail the process that one library had to go through simply to come to consensus about recommendations for new floor coverings supports the contention that there has been "a continuing and rapidly accelerating trend toward integration of public and technical services," as the editor asserts in her brief conclusion (134). On the contrary, I would argue that much of the evidence presented in this volume indicates that there are still significant

barriers between public and technical services and a great deal of progress is needed in order to achieve full integration in library organization.—*Shirley Lincicum (lincics@wou.edu), Western Oregon University, Monmouth*

***Licensing Digital Content: A Practical Guide for Librarians.***

By Lesley Ellen Harris. Chicago: ALA, 2002. 137p. \$45 paper (ISBN 0-8389-0815-2).

With the popularity of virtual libraries, library patrons' expectations have increased dramatically. The demands for content in digital format have grown exponentially, and libraries are facing a number of unique challenges posed by this relatively new medium. These challenges are compounded by issues of access and use by different user groups: local or distance, institution-affiliated or not. As Trisha Davis, an expert on copyright and licensing issues states, "the vast majority of us do not understand contract law. Most serials librarians simply wish these mysterious, complex, and frustrating contracts would disappear" (Davis and Reilly 1998, 248). Building a digital collection differs from the print collection; "unlike paper materials, digital information generally is not purchased by the library; rather it is *licensed* by the library from information providers. A license usually takes the form of a written contract or agreement between the library and the owner of the rights to distribute digital information" (LIBLICENSE Web site).

Licensing has its roots in contract law, copyright, patent, and trademark parentage. Meta Nissley and Nancy

M. Nelson wrote the first practical guide on CD-ROM licenses and libraries in 1990, *CD-ROM Licensing and Copyright Issues for Libraries*. Their guide included samples of licenses and how to interpret them. The 1990s also saw the growth of workshops, consortia, electronic discussion lists, and Web sites concerning licensing and copyright law (Ogburn 2001).

It is not surprising that the author, a lawyer and an expert on copyright, licensing, and e-commerce issues, understandably knows her subject content well. What is surprising is the fact that she presents the complexities of copyright licensure in a clear, jargon-free style. She does well what she sets forth in the introduction, namely that "the book has been written to set out the basics about digital licensing for librarians, and to discuss the questions and issues that arise when interpreting, negotiating, and entering into digital licenses" (ix). The work, which includes extensive tips and notes, provides a lively source of information and ideas for those relatively new to licensing issues and negotiations with vendors. The introduction is followed by an important announcement to Canadian and other non-United States readers, enlightening them that although there are some country-specific issues, digital licensing has global implications.

The first chapter, "When to License," introduces the novice reader to the world of digital revolution, explaining the terms when appropriate. It sets the stage for rest of the book, observing that the role of the librarians has changed over the recent years as they have become "negotiators and interpreters of legal agreements which open the door to a wide variety of electronic content for their patrons" (1). The chapter ends with a useful annotated bibliography of reprography collective societies in the United States and Canada. The second chapter introduces the basic steps to

negotiating a license, highlighting the key issues and clarifying twelve misconceptions about license agreements. The third chapter is useful especially to a beginner in the field as it acquaints the reader with the legal jargon and ends with a section on the Digital Millennium Copyright Act. Harris tackles the difficult issues with licensing clauses in chapters 4 and 5, respectively "Key Digital Licensing Clauses" and "Boilerplate Clauses."

In chapter 6, the author switches gears in order to ease the fear of negotiations and contracts. It is not an "aggressive, argumentative unpleasant activity" (87) as one may think it to be; rather, the process is about two parties discussing and ironing out the issues and understanding each other. This chapter states common-sense facts about negotiations, but reinforces them in a library scenario by stating who should be at the table during the negotiations. The author points out that chapter 7 is based on the questions she received from the librarians around the world, both by e-mail and during workshops and seminars. The final chapter documents how to develop the actual agreement and reinforces all the points made in the earlier chapters. In keeping with rapid and constant technological changes, the author provides some suggestions for different kinds of license agreements. The appendixes include Section 107 and Section 108 of the United States Copyright Act, along with a glossary that is a definite bonus.

To librarians and educators, the words "licensing digital content" bring forth myriad responses, traversing the gamut from enthusiastic involvement to utter indifference. Most people are inclined to flinch at the words, often confronted with difficult-to-comprehend legal mumbo-jumbo. But Harris impressively clarifies and simplifies these issues. Though the book is remarkably readable, free of legal jargon, and thoroughly enjoyable, inclusion of a sample model license would

have been beneficial, though there are pointers to a few model license sites. This useful feature is also absent in another well-known book on the subject, Bielfield and Cheeseman's (1999) *Interpreting and Negotiating Licensing Agreements: A Guidebook for the Library, Research and Teaching Profession*. Bielfield and Cheeseman provide introduction to licensing in general and some may find the licensing clauses easier to understand in their book as they are presented in a tabular format of "Clauses," "Explanation," and "Cautions." While Harris does dedicate sections to each clause, the tabular format is lacking, as is the "Checklist for Evaluating Licenses."

Nevertheless, *Licensing Digital Content* is a comprehensive, practical volume that provides the necessary information needed by librarians. An invaluable resource for those already working in the field of digital licensing as well as for those just starting to get their feet wet, it adds much to the current literature concerning libraries and licensing due to the complexity that electronic journals pose to copyright and licensing negotiations and is a definite asset to any collection.—*Mou Chakraborty (mou@nova.edu), Nova Southeastern University, Fort Lauderdale, Florida*

#### Works Cited

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