

and film, to the world of digital image documents so that the highest level of responsible preservation planning, management, and action can continue” (408).

By bringing new scholarship on emerging issues and hard-to-find works to publication as well as compiling a frame of reference timeline, pertinent ethical codes, and pieces that give us context on where we've been and where we've yet to go, *Preserving Our Heritage* will serve well as a textbook for graduate study in cultural heritage or as a reference work for professionals in that field. However thorough and timeless this work may prove to be, it is on us—the current and emerging body of preservation professionals—to stand on the collective shoulders of this compiled work and see further. In the *Preservation Imperative* podcast discussion of this publication, Cloonan notes, “We're in a period of transition: we don't have a Commission on Preservation and Access, ARL [Association of Research Libraries] has backed away from their preservation commitments, CLIR [Council on Library and Information Resources] . . . has other focuses, . . . and NEH [National Endowment for the Humanities] never gets more money . . . , IMLS [Institute of Museum and Library Services] as well. Who is going to address these big issues about our collections?”<sup>2</sup> In the Epilogue, Cloonan is generous with ideas for “new and potential research foci,” sketching out topics in digital media, science (particularly transboundary conservation and taphonomy, the study of decaying organisms over time), and personal archiving and citizen-created content, as well as teasing out potential dancing partners for interdisciplinary research (657). I would argue that, in close competition to the glory of research, the daunting but necessary task of advocacy should be positioned as a focus of our field. We are so often told, these days, to do more with less. It is hard to read an anthology of exemplary scholarship like *Preserving Our Heritage* without imagining how we could do more . . . with more.—Holly Robertson ([hollyrobertson21@gmail.com](mailto:hollyrobertson21@gmail.com)), *Preservation Consultant, Washington, DC*

### References

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2. Michele Cloonan, interview by Keven Driedger, *Preservation Imperative*, podcast audio, March 29, 2015, accessed April 10, 2015, [www.preservationimperative.com/2015/08/5-michele-cloonan-preserving-our.html](http://www.preservationimperative.com/2015/08/5-michele-cloonan-preserving-our.html).

***Library Analytics and Metrics: Using Data to Drive to Drive Decisions and Services.*** Ed. Ben Showers. London: Facet, 2015. 176 p. \$95.00 softcover (ISBN: 978-1-85604-965-8).

Libraries have long been consumers of data, relying on it to inform services and collection management decisions, a

fact acknowledged by the authors. The shift has come, Editor Ben Showers says in his introduction, with an “analytics turn,” or a renewed interest in the questions we ask and the data they yield. This new focus on collecting data and analyzing it with purpose is where the authors see the future of library analytics. With libraries and cultural institutions increasingly being asked to prove their value in the digital information environment or being asked to do more with the same or less, analytics and metrics can play a role both in showing value and in helping libraries make data-driven decisions with precious time and resources while meeting users' needs and expectations.

A compilation of chapters written by twenty-six contributors, *Library Analytics and Metrics* covers a lot of ground. Chapter topics include: library data; data-driven collections management; using data to demonstrate library impact and value; qualitative research; web and social media metrics; the risks of analytics; and a data-driven future. The intellectual layout of the book is pleasant. It reads naturally with chapters in digestible chunks that are semi-independent of each other, which lends itself well to the disjointed reading that sometimes happens in a busy work-life. While each chapter covers a different aspect of analytics, all follow a similar format. First, background on the topic is provided with context and definition of terms or theory. This is followed by one or more case studies employing the method just described, along with any descriptions of tools or systems they are developing. Many of the projects have online blogs or websites allowing interested readers to investigate further. The chapters unfold not unlike a story, and this format simultaneously informs users and aids in understanding.

*Library Analytics and Metrics* is an excellent introduction to library analytics. It provides scope and context for emerging trends in the field and backs this up with case studies contributed by information professionals currently undertaking projects in libraries or cultural institutions in the US and UK. It does not assume a deep prior knowledge of the field, nor would it be too elementary for an individual with more exposure to research and practice in the area. Most of the contributors are at academic libraries or institutions affiliated with such libraries (i.e. OCLC or JISC), so the focus skews toward academic institutions. It is not necessarily a technical services book either, although the case studies do have elements of technical services work, such as e-resource and content management, collection management, and user interaction with interfaces. But, the underpinning theories, projects, and tools that are covered would be helpful to anyone hoping to take on analytic or metric projects with a more in-depth focus on technical services projects. Additionally, having a working knowledge of analytics as covered by this book would allow technical service librarians to lend their expertise, and thus show the value of technical services, should a similar project develop locally.

Attention is also paid to concerns that readers may have regarding a long held tenant of librarianship: that of user privacy and protection of their information seeking behavior. Indeed, several contributors point to this as a unique niche of expertise for library professionals to take up in the field of analytics. For example, in “Using data to demonstrate library impact and value” one contributor says, “As analytics becomes an important strategic driver for institutions, so the library finds itself ideally placed to lead and contribute in this area. And nowhere is this expertise and knowledge more important than in the legal and ethical implications of collecting and exploiting impact data” (50).

Overall, contributors do a good job of explaining terms and concepts (i.e. big data versus small data and analytics versus metrics), which makes the narrative accessible to the novice. However, one drawback is that not every acronym is explained upon its introduction (i.e., OCLC, Copac CCM, JISC) by contributors. Given that about half of the contributors are based in the UK and the other half in the US, this will be confusing for readers less familiar with corporations and library acronyms in the contributors’ location and may send them scurrying for the nearest smart device. There are also a few word uses, such as student attainment (UK) versus student retention (US) that may cause a slight pause for readers, which could perhaps have been attended to in editing.

*Library Analytics and Metrics* is not a step-by-step guide to undertaking a complex analytics project. But it is a good read for those wanting to increase their knowledge of the current trends and methods in the analysis of data, systems and services. Also important is its call for libraries to dedicate increasing amounts of resources and time in developing skills in the area of analytics and metrics as it becomes an increasingly important part of the digital information landscape.—Emily Sanford ([esanford@msu.edu](mailto:esanford@msu.edu)), Michigan State University Libraries, East Lansing, Michigan

***Rethinking Library Technical Services: Redefining our Profession for the Future.*** Ed. by Mary Beth Weber. Lanham, MD: Rowman & Littlefield, 2015. 206 p. \$55.00 softcover (ISBN: 978-1-4422-3863-3).

The last ten to twenty years has evidenced transformational changes for technical services in libraries across the spectrum (academic, public and special). Keeping up with these various changes provides a challenge for librarians, directors and administrators. Determining where technical services is going, and what technologies, work flows, and job descriptions for library personnel should be adopted, is a challenge in a time of constant change.

Recent works on technical services, such as Bradford Lee Eden’s *Innovative Redesigns and Reorganizations of Library Technical Services* (2004) and *More Innovative Redesigns and Reorganizations of Library Technical Services* (2008), have produced extensive quantitative research

and described the many changes now occurring (with some rather negative forecasts as to the demise of technical services). Editor Mary Beth Weber of *Rethinking Library Technical Services* has collected the personal experiences and analyses of technical services librarians in nine chapters from ten academic, public, special technical services librarians, directors and supervisors.

Changes to technical services have been many and varied, depending on its configuration in a library. Cataloging, acquisitions, ordering and processing services, serials and databases, and electronic resources generally, make up today’s sections in technical services. Weber defines technical services as a previously stable set of services that obtain, organize and make accessible information resources in support of library public services. New job descriptions point to new skills where technical services is changing “as we face an uncertain future and constant change” (xxvii). She notes that technical services have evolved rapidly with the arrival of the internet; jobs are reconfigured and made more electronic-based; shrinking library budgets have adversely affected technical service budgets; cataloging departments seemingly lost their value as an essential function that is the foundation of libraries; new roles and creative challenges demand new skills. An example of a new role would be Crosetto’s description of the management of electronic resources through electronic resource managers (ERM) which provide a means to reign in the unwieldy scope of electronic journals, databases and related resources, and provoked changes in work flow. She noted: “Once in place, the ERM and the substantial increase in the number of resources contained therein drove the need to revise responsibilities in library positions . . . established new positions dedicated to electronic resources” (75).

Alternatively, Moore and Weinheimer argue that even with growing number of digital resources, technical services retains ongoing and necessary functions to bring digital, analog, monograph and print resources together for patron access. These older resource types will not disappear, and what will be a mix of resource formats will demand creative solutions from technical services. They observe that “resources will continue to need to be selected, collected, acquired, and cataloged, and there will be a continued need for authority control, even more in the future than right now” (15).

Cataloging has undergone many changes during this period. Hall-Ellis describes how bibliographic description (cataloging and classification) has been transformed with the implementation of web-based electronic resources and the concurrent transformations in standards and proposed linkage schemes to the semantic web. Catalogers must now include in various metadata schemas in their skill sets. She traces these changes and details the new demands on catalogers to adapt to the new non-MARC based formats, summarizing major developments in cataloging descriptive