
Public Libraries Going Green. By Kathryn Miller. Chicago: ALA, 2010. 103 pages. Paper \$45 (ISBN: 978-0-838-91018-4).

Libraries, being professionally committed to advancing the public good, are in a unique position to model and promote sustainable, environmentally responsible practices. Miller describes strategies for making public libraries “green places” through sustainable building and maintenance, creating “green services” through improvements ranging from stocking copiers with post-consumer recycled paper to disposing of deselected materials creatively, and becoming “green teachers” through programs that encourage greater environmental awareness in patrons.

Public Libraries Going Green is written at an introductory level and will be most useful for librarians with limited prior experience with green practices. A light, conversational book, it can be either read in its entirety or mined for ideas on particular topics. While each individual topic is covered briefly, nearly all are supplemented with extensive references to additional resources for further information. The green ideas included range from simple, inexpensive changes in existing practices (switching to compact fluorescent light bulbs, integrating titles on sustainability into reading programs) to much more ambitious transformations in library practices, facilities, and expectations (aiming for LEED certification in designing new library buildings, encouraging publishers to use recycled paper in printing books and periodicals). Though the book is intended for public libraries, many of its topics, such as tips on reducing water and energy consumption, have relevance for other settings as well and would be of use to any librarian whose responsibilities include facility oversight.

Public Libraries Going Green is part of the *ALA Public Library Handbook Series* and, practicing its own advice, is printed on 100 percent postconsumer recycled paper. Recommended.—Molly Strothmann, *Social and Behavioral Sciences Librarian, University of Oklahoma, Norman, Oklahoma*

A Social Networking Primer for Librarians. Cliff Landis. New York: Neal-Schuman, 2010. 107 pages. Paper \$55 (ISBN: 978-1-555-70704-0).

This book by Cliff Landis, author of several library journal publications on librarians’ use of social networking websites, discusses the appropriate and effective use of such sites to reach library users while protecting privacy and intellectual property. Landis starts with a discussion of online networking’s popularity as well as an explanation of social and governmental issues, such as the passage of the Deleting Online Predators Act. Much of Landis’s advice on planning, implementing, marketing, and evaluating libraries’ use of sites such as MySpace and Facebook would be just as applicable to general library website development. The marketing chapter is quite good, describing branding, marketing plans, and “push-and-pull” marketing. The book also methodically describes how to set up Facebook and MySpace accounts, as well as how to create applications for the sites. The latter can

get somewhat technical, but Landis provides good explanations of how to work with HTML.

But even with the book’s gentle pacing, the research that was put forth to write it, the companion wiki, and the podcast, its 88 black-and-white pages (not including the glossary, references, and index) are not worth the \$55 price tag. Many inexpensive alternative guides to social networking sites are available, such as Carolyn Abram and Leah Pearlman’s *Facebook for Dummies* (Wiley, 2010) and Hupfer, Maxson, and Williams’ *MySpace for Dummies* (Wiley, 2008), to say nothing of available online resources. Robyn M. Lupa’s *More than MySpace: Teens, Librarians, and Social Networking* (ABC-CLIO, 2009) presents the programming and instructional possibilities, as well as the privacy issues, of conventional social networking sites, blogs, RSS feeds, podcasts, and wikis. Lupa’s work is content-rich, and it costs only \$40. Most librarians setting up and using a Facebook or MySpace page, even in an isolated geographic area, could receive assistance from a colleague or an online source in lieu of Landis’ book. Much of the content on planning, marketing, and evaluating could be picked up from a good library website development book. This title is one of Neal-Schuman’s ten-volume \$550 Tech Set series. As with any series title, it might appear better if evaluated as part of the set rather than in isolation. This book’s content is valuable, though mostly unoriginal, and is available via other less expensive sources. *A Social Networking Primer for Librarians* is recommended only if it can be purchased at a deep discount.—Eric S. Petersen, *Business Librarian, Kansas City (Mo.) Public Library*

Technology Training in Libraries. By Sarah Houghton-Jan. Tech Set Series New York: Neal-Schuman. 125 pages. Paper \$55 (ISBN: 978-1-555-70706-4).

Part of the Library and Information Technology Association Tech Set series, Sarah Houghton-Jan’s *Technology Training in Libraries* is a guidebook on staff development and technology training. As with all the books in the series, there is a companion wiki and author podcasts that provide more detailed information and up-to-date coverage. In its commitment to emerging technologies, the series even provides a Facebook page for more information on the books and their authors. But for this particular title, the goal is to outline the necessary steps for creating effective technology training programs.

Because technology is always changing, it can prove difficult to provide training that gives employees an appropriate technology skill set. The author contends that constant vigilance is required to be successful in technology training; although technology changes rapidly, technology training has not kept pace. “Few would argue against technology’s place in libraries. However, technology training has not managed to make its way into very many libraries, especially in a coordinated manner” (11). Houghton-Jan wishes to change this situation by establishing a step-by-step process for training staff on today’s emerging technologies, especially those that have a direct impact on libraries.

Technology Training in Libraries is written for all libraries