SOURCES

for library practitioners. Hernon and Altman acknowledge that "the most serious problem with traditional statistics is that they do not indicate how well libraries serve customers or how libraries might change or improve their service" (122).

Ideas to aid in library service measurement and responsiveness include embracing patron complaints as a means to improve service by tracking them in a manner similar to the way FedEx tracks shipping; surveying a library's internal customers (staff); and charting library patron loyalty. Each of these concepts can be implemented readily without disruptive changes in the daily library workflow. The methods reviewed will help librarians become intentional in their approach to improving library services.

Several chapters conclude with a summary outline, as well as copious endnotes. The book is well indexed and provides an extensive bibliography. A complementary resource is *The Quality Library: A Guide to Self-Improvement, Better Efficiency and Happier Customers* by Sara Laughlin and Ray W. Wilson (ALA, 2008).

The central theme of this book is that "libraries must communicate with their broader community in understandable and meaningful terms" (173). The authors succeed in providing a multiplicity of ideas that apply quantifiable and qualitative measures to patron service. New ways to interpret statistics provide libraries with better ways to articulate their worth to the public. For example, "the annual per capita cost of library services is the same as the cost of a movie for two with popcorn and drinks" (172)—a statement that captures the libraries' value in terms patrons can comprehend readily.

Assessing Service Quality is recommended for both public and academic libraries. However, the heft of the $65 price tag will place this out of reach for many small and medium-size public libraries.—*Lisa Powell Williams, Adult Services Coordinator, Moline (Ill.) Public Library, Illinois*

Building Bridges: Connecting Faculty, Students, and the College Library. By Monty L. McAdoo. Chicago: ALA, 2010. 159 pages. Paper $55 (ISBN: 978-0-838-91019-1).

In today's rapidly changing information environment, librarians are faced with the increasingly difficult task of maintaining the college library's central role in improving students' information literacy. *Building Bridges: Connecting Faculty, Students, and the College Library* addresses this problem by considering the ways in which librarians can work with faculty and students to improve the effectiveness of library- and research-related assignments. Comprising a good deal of background information on information literacy, examples of successful and unsuccessful assignments, and copious advice on improving assignments and faculty–student–librarian collaboration, this book serves as a valuable resource for new librarians or librarians seeking new ways to interact with faculty and students.

The book is divided into five parts. Part 1 focuses on a general discussion of information literacy and the role of effective assignments in improving information literacy. It provides a discussion of the problems encountered when attempting to incorporate information literacy education into the curriculum and presents a brief overview of the history of library instruction models.

Part 2 considers the need to work closely with faculty members to improve the quality of individual assignments and of the curriculum. This section includes a detailed analysis of the assignment lifecycle and the interaction of the major participants in the assignment process. In addition, it focuses on the challenges librarians face when interacting with faculty members accustomed to having complete control over assignment design, implementation, and assessment.

Part 3, the largest section of the book, focuses on developing effective library assignments. It begins with a discussion of some of the common reasons that assignments fail and considers the use of information technologies and the impact of the Internet on student research habits. Next, the author addresses specific assignment types, including essay assignments and research papers, and concludes with a discussion of citations, information ethics, and the specific challenges of assignments conducted in an online environment. Part 3 contains numerous examples and list of do's and don'ts for librarians to consider as they face the real-world scenarios on a day-to-day basis. This is perhaps the most useful section of the book.

Part 4 considers two types of library assignments that typically fail: tours and scavenger hunts. In addition to a discussion of the pitfalls and limitations of such assignments, this section includes ways in which these types of assignments might be improved. Part 5 presents a discussion of information literacy instruction conducted in the library and in the classroom, addressing the challenges and opportunities inherent in each.

In conclusion, *Building Bridges: Connecting Faculty, Students, and the College Library* provides a thorough overview of the role of assignments in information literacy education. As the author concedes, experienced librarians already may have encountered many of the problems and opportunities covered in the book. However, new librarians should find the book to be an excellent resource. With its emphasis on improving the success of assignments through improved faculty–librarian collaboration, this book will be beneficial not only to librarians but to receptive faculty members who can be persuaded by their librarian colleagues to read it. By improving faculty awareness of the many ways in which librarians can improve the quality of library assignments, this book can serve as a valuable tool in the quest to improve information literacy education.—*Maura Valentino, Coordinator of Digital Initiatives, University of Oklahoma, Norman, Oklahoma*

Customer Care: A Training Manual for Library Staff. Pat Gannon-Leary and Michael D. McCarthy. Chandos Information Professional Series. Oxford: Chandos, 2010. 242 pages. Paper $115 (ISBN: 978-1-843-34570-1).

Intended for facilitators of workshops on customer care or customer service, this guide offers concrete activities,

assessments, and prompts to stimulate discussion. *Customer Care: A Training Manual for Library Staff* emphasizes the following crucial areas for staff development to provide the best possible service: communication and active listening, handling complaints and challenging situations, assertiveness and confidence in personal interactions, targeted service assessment, and team-building. The book includes case studies that demonstrate diverse libraries' approaches to assessing customer service and responding to patrons' requests. One case describes how managers at an academic library succeeded in expanding hours of operation for their café by gathering observational data to use in negotiations with university administrators. In another case, a public library used "secret shoppers" to collect reports on staff members' behavior and learned that service personnel were quite competent but did not always appear to be openly approachable. A few case studies from industry and commercial settings seem a bit far removed from libraries, but thoughtful readers can draw parallels to library operations.

Every chapter (except the final wrap-up and conclusion) begins with a clear plan for conducting a customer-care training session on the featured topic and preparatory notes for workshop facilitators. The authors provide assessment instruments to use in workshops and suggestions to guide reflection and discussion. Examples are a quiz to assess assertiveness, an activity to interpret body postures for nonverbal communication, and active listening exercises for pairs or small groups. Several tables throughout the text summarize succinctly the focus of various training sessions, such as question styles, signs of stress, sample responses to customer feedback, customer service improvement, and team building. Each chapter ends with a list of recommended sources for further reading.

Customer Care: A Training Manual for Library Staff compares to Julie Todaro's and Mark L. Smith's *Training Library Staff and Volunteers to Provide Extraordinary Customer Service* (Neal-Schuman, 2006), a volume that expresses a more acute focus on libraries overall, explicitly addressing concerns typical of different types and sizes of libraries. One strong point of Gannon-Leary's and McCarthy's book is that it provides a structured guide for a series of workshops. This title is recommended for library administrators and courses in library and information science programs on public services management and improvement.—*Flora G. Shrode, Head of Reference and Instruction Services, Utah State University, Logan, Utah*

Effective Blogging for Libraries. By Connie Crosby. Tech Set Series. New York: Neal-Schuman, 2010. 139 pages. Paper $55 (ISBN: 978-1-555-70713-2).

This book, the tenth in the Library and Information Technology Association's Tech Set series, provides library bloggers with an introduction and reference guide that focuses on the specific needs of library bloggers of all experience levels. With its brisk, conversational style and succinct but thorough coverage, the book will be a valuable addition to any professional collection.

Crosby, a librarian and blogger, deftly strikes a middle ground that welcomes the blogging neophyte without frustrating the more advanced blogger. The book lends itself to multiple reading styles. A person just beginning a blogging project can read the book cover to cover; more seasoned bloggers may wish to skip around to key portions of the text. The book facilitates this flexibility by listing the main subtopics of each chapter under the chapter title and including an easy-to-reference index. The book also contains a glossary for the reader who is less familiar with technology terms.

The book starts with the basics of blogging and then takes the reader from the initial planning stages through content creation, marketing, and assessment methods. The book never tries to oversell blogging; Crosby stresses the importance of considering whether blogging is applicable to the achievement of a library's goals.

The book provides a window into the real-world successes and failures of blogging, including numerous examples from all types of library blogs and a chapter on best practices derived from the findings of a survey of librarian bloggers. Not all of the screen capture images are helpful—they are printed in black and white, and the writing is quite small—but the URLs are valuable. This reviewer was left wishing that the book had aggregated all the library blogs and websites mentioned in the text into one large compilation at the end of the book to go along with the extensive bibliography provided by the author.

The book also comes with a link to a companion wiki, and although locating the content is somewhat difficult, the wiki is clearly being updated regularly.—*Jon N. Jeffryes, Engineering Librarian, University of Minnesota, Twin Cities, Minneapolis, Minnesota.*

Librarians as Community Partners: An Outreach Handbook. Edited by Carol Smallwood. Chicago: ALA, 2010. 204 pages. Paper $55 (978-0-838-91006-1).

This book is composed of descriptions of successful outreach programs contributed by librarians in all types of libraries as well as library and information science faculty members. Together, the contributions meet the book's goal of showcasing "new and innovative ways to build programs that meet customer needs while expanding the library's scope into the community" (back cover). This book's strengths are its easy-to-read descriptions of projects, its helpful advice, and its variety. The book's intended audience is library professionals and students of library and information science.

Each outreach story includes the project's mission, steps taken, logistics, pitfalls to avoid, marketing and promotion, and the project's effectiveness. The projects are grouped into sections that include outreach to seniors, youth, correctional facilities, special collections patrons, classrooms, and diverse communities. Additional chapters cover using local media for outreach and hosting book festivals as a way to extend the library's mission. Examples of projects include an edible book contest, a summer reading program for prisoners and their