

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

SOURCES

children, a digitization project for community newspapers, a Day of the Children/Day of the Books celebration, and a town and gown lecture series.

Several project descriptions are particularly helpful because they give direction on how to plan, market, deliver, and assess a program. One chapter lists the characteristics, experiences, preferences, and interests of Boomers and describes how to plan and market services for them. Another chapter describes how libraries, vendors, agencies, and health providers collaborated on a regional Low-Vision Fair. The librarian describes the benefits of this event: "All participants—the attendees, the exhibitors, and the libraries—gain something, whether it's information, customers, clients, patrons, or a reputation for serving persons with limited sight" (99).

After the outreach project descriptions, the book concludes with an afterword, a list of contributors, and an index. This book is recommended for any librarian interested in pursuing outreach projects that extend the library's reach. It fills a gap in the literature by including examples of outreach from diverse types of libraries; other books on the topic focus on one type of library or one group of users.—*Margie Ruppel, Assistant Professor, Reference Librarian, Boise State University, Boise, Idaho*

Microblogging and Lifestreaming in Libraries. Robin M. Hastings. Tech Set Series. New York: Neal-Schuman, 2010. 105 pages. Paper \$55 (ISBN: 978-1-555-70707-1).

Part of the Library and Information Technology Association's Tech Set series, *Microblogging and Lifestreaming in Libraries* is a step-by-step guide for incorporating popular social media such as Twitter, FriendFeed, Tumblr, and others into the library outreach and communication arsenal. The book is well organized and takes the reader through the process of integrating these services into their library's outreach portfolio.

Detailed instructions are provided on how best to integrate microblogging and lifestreaming services into a library's established activities. The author explains how to use the services to create multiple avenues of access to the information the library provides, such as integrating library blog posts into Twitter and integrating the library's Twitter stream into its website.

Social media services are becoming part of people's daily lives, particularly for the younger generation, and microblogging and lifestreaming allow libraries to make their presence known among a community that is less likely to walk through the building doors. Hastings discusses marketing strategies and best practices not only for attracting users to the service, but also for using the service to establish the library as a vital part of the local online community.

Hastings' style is clear, and her instructions are easy to follow. Each chapter contains "info boxes" defining terms, providing related information, and itemizing key points. Specific instructions are often accompanied by screenshots illustrating the process. The only downside to the high level of detail is that parts of the book quickly will become obsolete

as the services discussed change their options and site designs or even disappear completely. The general discussion and best practices described, however, will continue to be relevant as long as the concepts remain current.

Hastings concludes with a discussion of assessment and a list of recommended print and electronic sources. In addition, a wiki is set up in conjunction with the book, with updates from the author and an area for readers to share their own experiences and tips. This book is highly recommended for any library planning to get involved in this new arena.—*Jenna Ryan, Reference Librarian, Louisiana State University, Baton Rouge, Louisiana*

Productivity for Librarians: How to Get More Done in Less Time. Samantha Hines. Cambridge: Chandos, 2010. 158 pages. Paper \$115 (ISBN: 978-1-843-34567-1).

Productivity, as defined and quantified over the last century, usually refers to how efficient (and effective) machinists, factory workers, and office workers are at their jobs. But what about librarians—can they, as professionals, improve their productivity at their jobs, no matter how different those jobs and tasks may be?

Samantha Hines has provided the library profession with a unique and long-overdue volume on how librarians can organize their work to improve their productivity. A caveat: Hines does not aim in her book to measure and quantify enhanced productivity in the "scientific management" style espoused by Frederick Taylor and other early efficiency experts. Rather, she provides for librarians a valuable and readable how-to manual of how to improve productivity. Hines first defines productivity from a librarian's point-of-view and then discusses, in two chapters, motivation and procrastination and their effects on productivity. Also found in these chapters are helpful self-paced exercises that will enable readers to confront any roadblocks to enhanced productivity.

Once these issues are addressed, the author thoroughly covers various aspects of time management, including how to use productivity systems (such as the ubiquitous to-do lists), how to manage and delegate productively, and how to maintain productivity. A unique addition to this book is Hines's well-written summations and critiques of several important and well-known productivity books, such as Stephen Covey's *The Seven Habits of Highly Effective People*. Each chapter concludes with a well-summarized review, as well as an exhaustive resource guide and bibliography.

Hines holds several different positions at University of Montana, Missoula: Distance Education Coordinator, Social Science Librarian, and Reference Desk Manager. Her experience "wearing multiple hats" clearly has helped inform her work on this book, which provides the profession with a well-researched and thorough resource that will aid librarians in managing their work time, as well as their professional time, effectively. Highly recommended for all librarians.—*Larry Cooperman, Librarian, Everglades University, Altamonte Springs, Florida*