

authors have implemented, *The Frugal Librarian's* primary value lies in its timeliness. As many of these chapters point out, we are all currently struggling through a bad time for library budgets while seeing increased demand for library services from our patrons. It can be difficult to cope with such a situation. Although seeing this fact restated so often can be depressing and demoralizing for the reader, *Frugal Librarian* actually contains much hope. The book encourages brainstorming and heavily underscores the value of innovation and of positive thinking. It is therefore ultimately very much an encouraging light in otherwise dreary times.

It is worth emphasizing this latter point, for it is as a whole that the book works best. Some of the chapters address such specific topics that their examples are perhaps not applicable to any other institution. Other chapters occasionally contain advice that at first glance can seem to be rather self-evident. These chapters are not necessarily real weaknesses in the book, however. Because each chapter is written by authors who have the voice of experience, it is easy for readers to realize that they also might be capable of managing important, necessary changes at their own institutions or addressing difficult challenges. Taken all together, the book serves as great fodder for inspiration and reassurance.

In fact, the bulk of *Frugal Librarian* is actually practical, useful advice that is relatively easy to implement. Likewise, some of the chapters are quite sagacious, for example, Kacy Vega and Kim Becnel's chapter "Bringing the Outside Back In: Creative and Cost-Effective Outreach Strategies," Colleen S. Harris and Mary Chimato's "Managing Staff Stress During Budget Crises," and Tom Cooper's "Bidding Service Contracts in Public Libraries."

These and several other chapters are to be especially commended for blending practical advice with pithiness, since one weakness of this book is that many chapters waste words reminding the reader that money is tight in libraries nowadays. Carol Smallwood's preface indicates that conciseness is one of the book's objectives; to be truly succinct, the preface might also have stated plainly that libraries today face financial constraints, so that the authors of each chapter could discuss potential solutions without having to restate the problem dozens of times.

An additional shortcoming is that, although the book is divided into sections, those sections and their titles seem rather arbitrary or ill-defined. For example, most chapters outline a successful or otherwise interesting project or innovation that the respective authors implemented in their own institutions. Therefore, the section "On-the-Job Success" could theoretically encompass the majority of the book.

Despite a few minor flaws, however, *The Frugal Librarian* is to be recommended. Taken as a whole, the book is a solid, robust work that provides encouragement and support to its readers. The book engenders a sense of resiliency and creativity that will serve its readers well as they make tough decisions for themselves and their institutions in these hard economic times.—*Sarah McHone-Chase, Information Delivery Services Library, Northern Illinois University, DeKalb, Illinois*

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***Going Mobile: Developing Apps for Your Library Using Basic HTML Programming.*** Scott La Counte. Chicago: ALA, 2012. 64 p. Paper \$45 (ISBN: 978-0-8389-1129-7).

*Going Mobile* is all about the fundamentals of app development. The only requisite knowledge needed before picking up this book is elementary HTML. The author has a straightforward and thorough style that walks readers through everything: how to understand the basic terminology (for example, "mobile app" vs. "native app"), how to create one's first native app, and how to test it on users. Throughout the book, the author focuses on the guiding principle of mobile app development: simplicity. He continuously reinforces the importance of simplicity when formatting content to increase navigation and interactivity for mobile users.

Beyond the very basics, the book gives a crash course in cascading style sheets (CSS) and introduces readers to JavaScript. Importantly, the author also gives some caveats for working with JavaScript: although it has some powerful features, such as the ability to detect the size of a user's mobile screen and change the style sheet accordingly, JavaScript is not supported by all phones, so libraries should consider this before adding such code to their mobile apps.

The most helpful chapter of the book walks the reader through the process of building a "bare-bones" native app by using tools such as PhoneGap to "bridge the gap" between programmers and non-programmers with regard to mobile web development. Such tools allow a developer to create a page as they would for the mobile web, using HTML (and potentially CSS and JavaScript), and then converts that page into a language supported by a native app.

Many books, articles, and even YouTube videos have been produced on the topic of mobile web and app development, but the vast majority of these do not focus on libraries. Additionally, none are nearly as straightforward and concise as La Counte's book. This readability, combined with numerous helpful screenshots, create an accessible how-to book perfect for tech-knowledgeable librarians who want to create a basic mobile app for their library.—*Heather R. Williams, Strategist for Content Processes & Services, Robert W. Woodruff Library, Emory University, Atlanta, Georgia*

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***A Librarian's Guide to an Uncertain Job Market.*** Jeannette Woodward. Chicago: ALA, 2011. 112 p. Paper \$45 (ISBN: 978-0-8389-1105-1).

This 2011 ALA Editions Special Report is a timely, uplifting resource chock-full of helpful tips for librarians nervous about current employment prospects. Aimed at an audience ranging from LIS students and newly minted librarians to seasoned information professionals, author Jeannette Woodward provides confident encouragement and practical guidance on every aspect of job hunting and career building—all with a subtle wit that keeps the reader engaged.

While pointedly not a comprehensive guide to resume-building or interviewing (libraries already hold many such