

## SOURCES

incorporated sparingly into booktalks—one librarian cannot cover all of these bases alone!

The first ten chapters provide lengthy booktalks on a variety of subject areas such as lightning, immigration, and body parts, for example, and are complete with full scripts. The subjects chosen are interesting and engaging (what kid doesn't want to know more about mummies?), and the scripts are full of book, website, music, and video clip suggestions, along with cornball jokes, puns, and humor that should amuse (or at least make them groan!). Chapter 11 reproduces the author's complete presentation at the 2004 ALA Annual Conference, "Booktalking with Pizzazz: Using Science Experiments, Music, Magic, Crafts, Creative Dramatics, Video and Film, Role-Playing, Games, and the Internet with Booktalks." The final chapter, "Trials, Tribulations, Testimonials, and Tips," is disappointingly brief. Besides tips that should go without saying, such as "be flexible" and "technology doesn't always work," there is not much here that is very helpful. The appendix lists resources used in each booktalk and, additionally, the book is indexed.—*Sarah Hart, Information Services Librarian, Children's Services, Brampton Library, Ontario, Canada*

---

***Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons.*** By Elisabeth Doucett. Chicago: ALA, 2008. 124p. \$50 (ISBN 978-0-8389-0962-1).

Most librarians have marketed their libraries and their library services at one time or another, but many librarians probably are not familiar with branding a library's services to its users and patrons. Branding is not identical to marketing; rather, it is one component of marketing: "Branding is the process of defining a library's story, distilling that into one short, appealing sentence that tells the whole story, and then visually conveying the story, via the library's logo and other branding elements" (3). In other words, branding is *enhanced* marketing, the telling of a library's story, along with a graphic, logo, or picture that symbolizes, in essence, the library's value to the community. This process is unique in that all members of a community, not just librarians, participate in a brand creation. Staff, patrons, library boards, and municipal commissions all take part in the creation of a library brand that best suits the library's mission and purpose to the community. The process can be long and difficult, but brand creation is important if a library truly wishes to maintain its purpose in the community.

Elisabeth Doucett, the director of the Curtis Memorial Library in Brunswick, Maine, has written *Creating Your Library Brand*, a compact yet informative book on the process of successfully branding a library to demonstrate its worth and the value of its services to its users and to the community. The author, in clear and lively writing, provides a well-organized, step-by-step approach for creating, developing, and maintaining an original and unique library brand; she has also provided useful tips in each chapter, as well as helpful chapter summaries and exercises on brand creation. Two

well-developed and detailed case studies provide the reader with a guide to the entire branding process.

With *Creating Your Library Brand*, all librarians will discover an excellent, easy-to-read, and relevant resource to accentuate their services and their work through brand creation and maintenance. Highly recommended for all librarians.—*Larry Cooperman, Librarian, Everglades University, Altamonte Springs, Florida*

---

***Even More Great Ideas for Libraries and Friends.*** By Sally Gardner Reed and Beth Nawalinski. New York: Neal-Schuman, 2008. 285p. \$69.95 (ISBN: 978-55570-638-8).

"You gotta have friends" is the premise of *Even More Great Ideas for Libraries and Friends*, a follow-up work that builds on its predecessor, *101+ Great Ideas for Libraries and Friends*.

Like the preceding title, *Even More Great Ideas for Libraries and Friends* "provides information on how to replicate success in fundraising, program development, advocacy, and book-selling" (xix). The crux of this book is that "sharing information and ideas is what libraries and Friends are all about" (xix). This second title succeeds in doing just that.

Ideas include the well-trodden Trivia Night fundraiser with an added twist of elaborately themed teams, a "What's it Worth?" antiques appraisal program, and a book signing by a highly celebrated collegiate basketball coach netting \$100,000 for the Friends of the University of Arizona Library. Chapter 4 highlights effective public awareness campaigns creating library ambassadors in communities and includes ALA's Advocacy Action Plan Workbook, which invites libraries to undertake their own initiatives.

An index and an extensive Table of Contents are provided, and the List of Figures gives access to "plug and play" examples of forms, letters, brochures, public relations campaigns, and black-and-white photographs that libraries can adapt creatively for their own use.

Libraries owning *101+ Great Ideas for Libraries and Friends* will want to consider purchasing this title. Librarians may also wish to consult *The Essential Friends of Libraries: Fast Facts, Forms and Tips* (ALA, 2005). Library staff and Friends members will want to keep sticky notes, a highlighter, and a calendar close at hand while perusing this well-executed Neal-Schuman publication, as they will want to implement many of the enumerated ideas. Well worth the \$69.95 list price, *Even More Great Ideas for Libraries and Friends* is of value to school and academic libraries and is highly recommended as an essential purchase for public libraries.—*Lisa Powell Williams, Adult Services Coordinator, Moline Public Library, Illinois*

---

***Game On! Gaming at the Library.*** By Beth Gallaway. New York: Neal-Schuman, 2009. 306p. \$55 (ISBN 978-1-55570-595-4).

Are you a librarian looking for ways to bring gaming into your library? If so, *Game On! Gaming at the Library* provides a step-by-step guide to assist you on your library gaming adventure. Filled with clear examples and useful resources,

this book will enable any librarian to understand the challenges and opportunities inherent in providing gaming as a library resource.

With a tip of the hat to gaming convention, the book is organized into “levels” as opposed to chapters. Librarians who are active gamers or who have a solid understanding of the video game industry might find they can move quickly through the first level, just as an experienced gamer often breezes through the first level of a game. The first level presents a brief introduction to the history of video games. This level contains information that may be already known to some librarians but provides a useful introduction to the less experienced. Librarians who have little or no gaming experience will find that this level provides them with the necessary context to understand the information that follows.

Level two delves specifically into video games and their incorporation into library settings. Providing games as a library resource has created controversy, as some contend that funds and effort should be expended in other areas. In this level, the author debunks many of the negative stereotypes of gaming. She also contends that many games function as positive influences and help individuals develop a wide range of skills that can be applied to other areas of life. As an example, the author discusses the popular multiplayer online game *World of Warcraft*. Through the use of in-game screen shots, she demonstrates how players are required to set goals, develop organizational skills, manage finances, integrate large amounts of information, analyze and respond to a wide range of changing situations, and work with or against others to achieve goals. The level concludes with an extensive list of resources, including games, blogs, wikis, and conferences.

Level three discusses ways to implement gaming in your library, and level four provides specific information on how to run various types of gaming events. The author presents detailed plans on everything from designing floor plans to scheduling resources. She even includes game-themed cookie recipes. Level four ends with many examples of gaming in a variety of libraries around the country and provides extensive resources, including sample posters, permission slips, and tournament charts.

Level five discusses building a game collection and includes recommended lists for various platforms and age groups. Level six, the final level, briefly discusses the future of gaming.

Overall, this book is a complete handbook for any public or school librarian interested in implementing or extending gaming in his or her library. It provides the tools needed to

make a case for starting or expanding a gaming program in your library. Beth Gallaway does not rely on rhetoric but uses solid examples of programs that have worked and gives enough detail to duplicate them.—*Maura Valentino, Coordinator of Digital Initiatives, University of Oklahoma Libraries, Norman, Oklahoma.*

---

***Going Beyond Google: The Invisible Web in Learning and Teaching.*** By Jane Devine and Francine Egger-Sider. New York: Neal-Schuman, 2009. 156p. \$65 (ISBN: 978-1-55570633-3).

This is a book that will remain near this reviewer’s desk for the next semester or two. As with any book of its kind it will quickly become dated, but for the near future it will serve admirably as an introduction to the topic of effective Web searching and as a ready source of ideas to use in improving classroom visits.

The book’s strongest attributes are its suggestions for approaching Web searching in the classroom. The authors include possible approaches for three scenarios: The one-off instruction session, a full semester course, and the online environment with a librarian-as-mentor arrangement.

*Going Beyond Google* is organized into three parts that ostensibly deal in turn with defining and discussing what the authors call the invisible Web, searching it for information, and a somewhat truncated discussion of present and potential developments. However, the book’s focus on the “Invisible Web” seems to be a vaguely artificial construction promising more than the book delivers. The section on tools for use in searching the Invisible Web is, for the most part, very well-thumbed old acquaintances such as the Librarians’ Internet Index (<http://lii.org>) and the University of California at Riverside’s Infomine (<http://infomine.ucr.edu>). On the whole, the “Invisible Web” emphasis detracts from what otherwise might have been more accurately marketed as an all-in-one Web instruction handbook and digest of the attendant issues.—*Ben Johnson, Faculty Librarian, Vermont Technical College, Randolph Center, Vermont*

---

***Staff Development Strategies that Work! Stories and Strategies from New Librarians.*** By Georgie L. Donovan and Miguel A. Figueroa. New York, NY: Neal-Schuman Publishers, c. 2009. 260p. \$75.00 (ISBN 978-1-5557-0644-9).

Eighteen “new” librarians are featured in *Staff Development Strategies that Work*, one of the latest books by Neal-Schuman. The preface notes that one of the main goals of this book is to

---

## INDEX TO ADVERTISERS

Annual Reviews . . . . .	180
Hoover’s . . . . .	cover 2
Marquis Who’s Who . . . . .	121
M. E. Sharpe . . . . .	105

MLA . . . . .	cover 3
Omnigraphics . . . . .	cover 4
Plunkett Research Ltd. . . . .	insert