

popular culture, and science fiction.—*Grove Koger, Albertsons Library, Boise State University, Boise, Idaho*

U-X-L Encyclopedia of World Mythology. Detroit: Gale, 2009. 5 vols. \$305 (ISBN 978-1-4144-3030-0).

This five-volume set, which is also available as an e-book, was designed for the middle school through high school users. The three hundred entries contain information on the major characters, themes, myths, and stories of more than forty world cultures and religions from ancient to modern times.

There are five types of entries: characters, deities, myths, themes, and cultures. The types of entries are designated by different icons and have essentially the same format. The character entries focus on a single mythical character, such as King Arthur or Cuchulain, and have sections that present an overview, the character in context, key themes and symbols, the character in art or literature, and everyday life. Each entry also contains a helpful section titled “Read, Write, Think and Discuss,” which could generate ideas for student reports. The nationality, pronunciation, alternate names, source where the character appears, and the lineage of the character are presented in the margin for quick reference. The entries on deities focus on a single god or goddess and have an additional section on major myths associated with the deity. The myth entries focus on a specific story, such as Enuma Elish or the Holy Grail, whereas the theme entries, which tend to be longer, examine a single theme—like fire, devils, and demons—across a variety of different cultures. The entry on flowers examines the beliefs of different peoples about specific flowers (2:396). The cultural entries have a section that guides users to the historical and geographical context of the culture, as well as sections on the core deities and characters, the major myths of the culture, the analysis of key symbols and themes, and the influence of the cultural beliefs in art, literature and everyday life. The cultural entries often contain a diagram of the major deities.

Although the entries are generally illustrated with captioned black-and-white illustrations that are often too dark to distinguish details, each volume does contain an eight-page color center section that adds interest. Entries have “see also” notes but no bibliography for further research. Each volume has a table of contents, a table of contents by culture, a timeline of world mythology, a list of words to know, and a section of research and activity ideas. There is a short bibliography that provides eight to eleven books on the different major cultures. Each volume also contains an index to the entire set.

The information is concise and presented in a manner that will be helpful to users. I do not think that most students will care or take the time to analyze the type of entries—they are just looking for information on their topic. It would have been helpful to cite two to three sources in the body of the longer entries because most users will be disappointed in the appendix, titled “Where to Find More.” The suggestions in “Read, Write, Think and Discuss” in each entry as well as the

section of research and activity ideas are unique inclusions for this type of reference work and ones that I think teachers and students will like and find helpful.

There are several reference works for this age group on mythology. Some are restricted to specific cultures, such as Gall’s *The Lincoln Library of Greek and Roman Mythology* (Lincoln Library, 2006) which provides in-depth treatment and five hundred entries on the gods, goddesses, heroes, places, and other important aspects of Greek and Roman mythology. Others are broader in coverage, like Lemming’s *The Children’s Dictionary of Mythology* (Franklin Watts, 1999), which has about the same number of entries on mythology from various cultures but not the special features of the *U-X-L Encyclopedia*. This set is a good value; it provides a lot of information from various cultures and times in an accessible manner. Recommended for school and public libraries where patrons do reports on mythology.—*Dona J. Helmer, Librarian, Anchorage School District, Anchorage, Alaska*

Professional Materials

Karen Antell

Editor

Booktalking Bonanza: Ten Ready-to-Use Multimedia Sessions for the Busy Librarian. By Betsy Diamant-Cohen and Selma K. Levi. Chicago: ALA, 2009. 240p. \$40 (ISBN 978-0-08389-09652).

These two library dynamos offer here a great resource for the advanced booktalker. If your library is looking for some new tactics to tempt readers, this book could put you on the right track. The authors “hope this book will help you to jazz up your booktalks and inspire your public to use *all* the materials available at your library” (xvi). These booktalks are targeted to elementary students in the higher grades, but additional resources are suggested for both younger (Grade 3 and below) and older (including adult) audiences as well. The authors assume experience in booktalking and do not, therefore, offer much how-to advice, but their many suggestions will pique imagination and inspiration. For example: “when one of us attended a wedding where the ‘Chicken Dance’ was played, we knew we had to incorporate that. . . . This led to egg stories, which led to science experiments dealing with eggs, which culminated in viewing coops of live chickens over the Internet and looking at online science experiments involving floating eggs” (xiv). Obviously, an intimate knowledge of collections—especially in selecting the audio and video components—is a great asset to these purposes. The authors, thankfully, also recognize that these ideas are to be

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,