

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,