

SOURCES

mounting issue of privacy in access transactions and the growing ability to extract and combine smaller pieces of data in ways that threaten privacy. Chapter 4 highlights the need for increased collaboration between technical and public services. Research and scholarly communication see growing restrictions in sharing but could also benefit from balanced DRM in Creative Commons type licensing.

This book's broad scope in looking at DRM in a variety of contexts and iterations provides a strong overview of the vastness of this issue to libraries whose primary goal is to disseminate information equitably. Also, because it addresses varied aspects of DRM, the book provides readers with information and resources relevant to their daily work. Each chapter presents an explanation of relevant ideas, implications, recommendations for advocacy, and a detailed bibliography. The bibliographies are a great source for enhancing one's understanding of this complex issues. Finally, the mix of topics and discussions offers a balanced perspective of the challenges and benefits of DRM, and the last chapter concludes with a strong note of advocacy as libraries continue to address this important issue.—*Donna Church, Reference Librarian, Webster University, St. Louis, Missouri*

Embedded Business Librarianship for the Public Librarian. By Barbara A. Alvarez. Chicago: ALA, 2016. 120 p. Paper \$40 (ISBN 978-0-8389-1474-8).

New public librarians will get a solid return on their investment with Barbara A. Alvarez's new release, *Embedded Business Librarianship for the Public Librarian*. Alvarez offers libraries a step-by-step guide to make business services in public libraries a success. As Alvarez points out, not all public librarians have business degrees, and providing business services in public libraries can be daunting to those new to the profession. Luckily, this primer by Alvarez, who served as a business liaison librarian, gives the rest of us a guide for serving as an embedded librarian for the business sector through organized and systematic involvement in the community.

In her work, Alvarez defines and explains embedded business librarianship in terms of knowing the library's business community, understanding the power of networking, bringing the business back to the library, and serving as a liaison to the business community. She outlines five insightful steps to build business services, from creating networking lists to developing stylized presentations based on library service offerings. Alvarez draws a clear distinction between traditional library outreach services and embedded librarianship, making a strong case for her belief that, as with any library outreach service, the success of a library's business services efforts hinges on the library being an active participant—i.e., embedded—in its local community.

Alvarez has trained librarians to provide business services at her library, and she is the recent recipient of the Public Librarian Support Award from RUSA's Business Reference and Services Section (BRASS)/Morningstar Award.

Embedded Business Librarianship for the Public Librarian is a start-up primer for business services in public libraries and will meet the needs of new librarians building or enhancing business services at their library.—*Nelson Dent, Information Services Librarian, Pioneer Library System, Norman, Oklahoma*

The Librarian's Guide to Book Programs and Author Events. By Brad Hooper. Chicago: ALA, 2016. 160 p. Paper \$55 (ISBN 978-0-8389-1384-0).

The Librarian's Guide to Book Programs and Author Events covers topics ranging from book clubs, author events, and public speaking to writer-in-residence events and "one city, one book" programs. An accomplished *Booklist* reviewer and active participant in ALA, author Brad Hooper draws on his own experiences to guide librarians who are planning author visits or engaging readers in book clubs.

In the beginning of the rather lengthy introduction, Hooper recounts an experience he once had as moderator of an ALA program; this leads him to discuss moderating panels and working with authors. Much of this material would be better placed in the chapters on public speaking and author events, as it goes into far more detail than is suitable for an introduction. Later in the introduction, Hooper provides a brief overview of the chapters.

Quite a bit of the book's advice is good—tips on remaining calm and coherent when on stage, engaging with authors without placing them on a pedestal, choosing book club selections, and asking interesting and appropriate questions of authors. But, unfortunately, it is difficult to see much connection between the types of programs Hooper is accustomed to participating in and those that the typical public librarian is likely to encounter. Much of Hooper's experience has been in large-scale programs, such as those that take place at ALA, with much larger crowds than the typical librarian will likely ever face. Additionally, his advice is often based on a questionable understanding of how public libraries tend to work. For instance, he seems to think that libraries purchase books for book club members to *keep*, rather than lending them items from our collections. Perhaps some library-sponsored clubs operate this way, but this has not been the case in this reviewer's experience at libraries with limited funding.

In chapters 2 and 3, Hooper discusses how to organize and run book clubs. Here again, Hooper's recommendations come off as misguided; he appears to lack an understanding of how libraries usually develop book groups. This is exacerbated by his condescending tone throughout much of the book. For example, he suggests that we librarians must guide discussion groups like a "sheepdog" and that tangential conversations "must not be tolerated." These types of ideas veer far from the concept of library as community. After all, librarians do not just engage patrons in book discussions; they foster the formation of cohesive groups of people who enjoy learning about each other and who keep coming back not just for the books but also for the friendly bonds