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

of camaraderie and community they find at their weekly or monthly meetings.

This book is recommended for librarians interested in expanding their public speaking skills to larger audiences and for those who have limited experience with book clubs and author programming. For most public librarians, however, much of the advice presented here will be either common knowledge or inapplicable to their work.—*Teralee ElBasri, Librarian, North Courthouse Road Library, Richmond, Virginia*

The Librarian's Nitty-Gritty Guide to Content Marketing. By Laura Solomon. Chicago: ALA, 2016. 128 p. Paper $50 (ISBN 978-0-8389-1432-8).

The Librarian's Nitty-Gritty Guide to Content Marketing is a must-read for every librarian or library considering creating or revamping a marketing or social media plan. At a time when many librarians still consider simply posting a comment to their library's Facebook page or Twitter feed to be "advertising for a program," this guide provides excellent advice.

In the very first chapter, "Get over yourself," Solomon explains what is wrong with most libraries' online presence: the library has "prioritized the needs of itself over the needs of its users" (3). Solomon uses many examples that we are all probably familiar with: social media accounts that post nothing but event notifications, websites that haven't been updated in months, library RSS feeds or blogs with no engagement, and so forth. Many of us are aware that our marketing efforts are inadequate, yet we wonder why no one shows up at the events or clicks on the articles, or why patrons get lost on a website we thought was great. This first chapter explains it all.

Solomon then discusses why we should care about content marketing. Chapters address topics such as identifying audiences, planning not to fail, writing in a way that engages readers, avoiding common mistakes, and finally, determining whether you are actually succeeding. Packed with useful graphics, text boxes, and charts, this book explains just about everything we are doing wrong and how to fix it. One of the most fascinating diagrams is the comparison of promotion and marketing, a distinction that many libraries confuse. She explains that "content promotion is about the library, [while] content marketing is about the library's value to the patron" (21).

Complete with chapter notes, a thorough bibliography, and an index, this is a resource every library should use, no matter what stage they are at in their social media or website revamping plan. Solomon even includes a complete example of a digital strategy. Any struggling web development team or social media librarian is likely to benefit from reading through the examples and tailoring them to work at their own library.

A great read for any team, *The Librarian's Nitty-Gritty Guide to Content Marketing* is also highly recommended for librarians in charge of their own program promotion or even LibGuide material updates. With just a little more than one hundred pages of content itself, it's a quick read and a great resource.—*Lara Cummings, Instruction Librarian, Washington State University, Pullman, Washington*

Nonfiction in Motion: Connecting Preschoolers with Nonfiction Books through Movement. By Julie Dietzel-Glair. Chicago: ALA, 2016. 136 p. Paper $57 (ISBN 0-8389-1468-7).

Nonfiction in Motion: Connecting Preschoolers with Nonfiction Books through Movement by Julie Dietzel-Glair is the author's companion volume to *Books in Motion: Connecting Preschoolers with Books through Art, Games, Movement, Music, Playacting, and Props* (ALA 2013). Dietzel-Glair has given librarians everywhere a unique and important storytime resource. With the increase of the use of nonfiction or information reading in the Common Core and other curriculum standards, it is important that librarians develop storytime customers' love for this type of material as well as for literature. Michael Sullivan has been reminding us for more than a decade that boys approach reading differently from girls, and this includes reading for information. Now it is time for us to use this knowledge to serve all the children in our storytimes. *Nonfiction in Motion* is the tool to get you started.

In a brief introduction, the author presents basic information about how to use the resource, including a short but invaluable section on how to incorporate the best practices of early literacy into storytime. Next are annotations for two hundred high-quality recent nonfiction titles that make up the rest of the book, divided into chapters by theme: animals, concepts, construction and "things that go," science, and "the world around us." Dietzel-Glair has provided a brief summary of each title as well as one or two movement, music, or art activities to enhance learning. For many books, three or four activities are listed, as if the author couldn't choose just one! The appendix, "Art Outlines," provides basic outline drawings of objects, such as trees and animals, that the author suggests using either as props or for extending the story activities. Also included is an index of books cited by title. The best tool is the Index of Storytime Subjects, which enables the librarian to open the book, look up a storytime theme, find a nonfiction book, and select one of the activities to plug into the storytime—all within a few minutes.

This is a must-purchase resource for any public or school library that hosts preschool storytimes. It is an invaluable resource for including nonfiction materials in storytime. This reviewer plans to showcase this book in her next storytime staff training.—*Jenny Foster Stenis, Coordinator, Readers Services, Pioneer Library System, Norman, Oklahoma*