

PowerPoint examples. The book ends with what the editor calls "Game On," a section which offers solid tips and annotated resources to help people get started in creating their own games.

Librarians who are involved with or deliver instruction should at some point have a look at this book. It is full of great information that made me think about how I could breathe new life into my instruction. As I am a health sciences librarian, there are some games that will not work for my students and others that would need to be slightly altered to fit my student population, but all in all there are good ideas that would be of interest to any college or university librarian. Some of the games could also be of use to public librarians or high school librarians who teach about quality and authority of information or citations. I personally would add this book to my personal collection, and I will be sharing it with my colleagues. If I worked in a larger institution, I would add it to the collection without hesitation.

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THE LIBRARIAN AS INFORMATION CONSULTANT: TRANSFORMING REFERENCE FOR THE INFORMATION AGE. *Murphy, Sarah Anne. Chicago, IL: ALA Editions, 2011, xi + 106 pp., \$48.00, ISBN 978-0-8389-1086-3.*

Who or what is a reference librarian? Is a desk needed? Are reference services about location or something else? These questions started author Sarah Anne Murphy thinking about the debate about reference, the role it now plays, and how Murphy believes that "reference librarians must reposition themselves as library and information consultants" (p. viii). Reference librarians, the reader learns, must not only embrace this new role but also must adapt to business models and the practices of consultants which work outside the library (p. ix). In an information environment, Murphy writes that "crowded with distractions and competitors for library consumers' attention, librarians must reposition themselves to maintain their effectiveness, visibility, and value to the clients they serve" (p. ix).

After an introduction that adds in a bit of a literature review and a basic overview of the book, the reader will find that each of the five chapters follows a similar format of a main topic, a few subtopics, a summary, and notes. A brief conclusion and index completes the book. Chapter one, "The Library and Information Consultant," focuses on "defining consulting and identifying the similarities and parallels that currently exist between successful consultants and successful reference librarians" (p. 3). It is here

that the reader learns the answer to the age-old question: "Why hire a consultant in the age of Google?" To succeed as a reference librarian, Sarah Anne Murphy writes that "one must learn to prospect clients in addition to selling oneself" (p. 11).

Chapter two, "Strategies for Building and Maintaining Consumer Relationships: The Voice of the Consumer," spotlights customers and how to satisfy their needs, and the voice of the consumer, a business term defined as "the stated and unstated needs or requirements of the customer" (p. 24). "Marketing the Library and Information Consultant's Services: Creating a Sophisticated Brand" is the topic for chapter three. Even in the library, it is always about the brand, its value, how it is created, and how consumers relate to it.

Chapter four, "The Business of Consulting: Managing Employee Service Roles and Consumer Demands," examines managing employees and consumer demands for consultant availability. The chapter also touches on the Integrated Gaps Model of Service Quality. Finally, chapter five, "Developing the Infrastructure and Culture for Continuous Quality Improvement," looks at three business management strategy dealing with quality management: Lean, Six Sigma, and the Baldrige National Quality Program.

Murphy writes that "one has to remain flexible to adapt to the client's environment, seek multiple and relative solutions to the clients' identified problem, and motivate both oneself and the client to create change and implement solutions which address the root cause of the problem" (p. 11). Is this not what great librarians and reference librarians already do? Whether they agree with Murphy's business model approach to reference librarianship, readers will find that her ideas are practical and can only support any librarian's main function, which is to help the client or patron or customer or whatever we are calling them.

Highly recommended for academic librarians, as well as special and public librarians looking for a new take on reference services.

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THE FRUGAL LIBRARIAN: THRIVING in TOUGH ECONOMIC TIMES.  
Smallwood, Carol, ed. *Chicago, IL: ALA Editions, 2011, xi + 277 pp.,  
\$42.00, ISBN 9780838910757.*

The editor and author of numerous books for Scarecrow, McFarland, Libraries Unlimited, and others, Carol Smallwood has brought together 34 never-before-published chapters of approximately 2,000 words each, authored by