

focuses on both aspects for libraries. Librarians who are starting up a location-aware program, or who are interested in exploring location-aware services will be interested in this book.

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THE EMBEDDED LIBRARIAN: INNOVATIVE STRATEGIES FOR TAKING KNOWLEDGE WHERE IT'S NEEDED. Shumaker, David. *Medford, NJ: Information Today Inc., 2012. xvii + 212 pp, \$49.50, ISBN 978-1-57387-452-6.*

David Shumaker spent more than three years studying embedded librarian programs (i.e., programs that move librarians out of the library physically and organizationally, and into spaces where the patrons actually are). He traveled and met with embedded librarians, their clients, and programs, and he conducted interviews and focus groups to see what makes embedded librarian programs thrive. Shumaker writes that the premise of the book is that

“the natures of the changes that are taking place—and must take place are similar. We librarians must master new technologies for managing and delivering information. We must engage with knowledge and recognize the difference between information and knowledge. We must develop new organizational structures and new management techniques. Above all, we must establish new relationships with information users—the people in our communities, universities, schools, corporations, agencies, and firms who need us.” (pp. xv–xvi)

The book begins with a blurb about The Embedded Librarian blog, www.embeddedlibrarian.com (started by Shumaker in 2007), a forward by Special Libraries Association CEO Janice Lachance, and an introduction. *The Embedded Librarian* is divided into two sections: the first section is a general overview on embedded librarianship of the past, present, and future, and the second section is about achieving personal success as an embedded librarian. Section one starts out with the first chapter, “Defining Embedded Librarianship,” and defines what an embedded librarian is: “an integral part of the whole” (p. 4). The chapter then moves on to physical location, examples and advantages of the embedded librarian, other models of librarianship (such as the virtual or roving librarian), and how embedded librarians are changing the profession. Chapter 2, “Push and Pull: The Forces Driving Embedded Librarianship,” reviews traditional services that librarians are known for but that no longer work, and trends in work and society (such as

the importance of creativity and innovation). "Embedded Librarians in Higher Education" (Chapter 3) covers the role of subject and liaison librarians, how to succeed, the role of teaching and more.

Chapter 4, "Embedded Librarians in the Health Sciences," looks at clinical librarians, "informationists" (those who combine information science and clinical work), education, best practices, information literacy, and evaluations of clinical medical librarianship. Chapter 5, "Embedded Librarians in Corporations, Nonprofits, and Government," provides the reader with an overview of those special libraries and the challenges they face. Lastly, Chapter 6, the last chapter in the first section, delves into the public and primary and secondary education in "Embedded Librarians in Schools and Public Libraries."

The second section of the book is all about "Your Path to Success" and starts off with Chapter 7 on "Assessing Your Readiness." This chapter covers the indicators and readiness for change in your path to becoming embedded (embedded librarians need to be great librarians, novices or the mediocre need not apply). Chapter 8 moves into "Getting Started With Embedded Librarianship," where you consider your options and develop an action plan. Chapter 9, "Sustaining Your Embedded Role," evaluates the habits, problems, and pitfalls of a successful embedded librarian. Finally, Chapter 10, "Evaluating Your Success," discusses measures and evaluation plans of success. An afterword and an index round out the book.

The Embedded Librarian is a fascinating and timely book that deals with all aspects of becoming and succeeding as an embedded librarian in your chosen library. The author does a great job of adding in examples of embedded librarians at a variety of libraries and also highlights the current literature throughout the book. Recommended for academic, special, and public librarians, because you never know when you will be embedded.

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FUNDAMENTALS OF MANAGING REFERENCE COLLECTIONS. Singer, Carol A. Chicago, IL: ALA Editions, 2012, xii+167 pp., \$60.00, ISBN 978-0-8389-1153-2.

Carol A. Singer is a reference librarian at Bowling Green State University in Bowling Green, Ohio, where she specializes in researching reference services and reference collections. This book covers exactly what its title claims