
PROFESSIONAL READING

Todd A. Bruns, Column Editor

GOOGLE THIS! PUTTING GOOGLE AND OTHER SOCIAL MEDIA SITES TO WORK FOR YOUR LIBRARY. Ballard, Terry. *Oxford, England: Chandos Publishing, 2012, xxviii + 189 pp., \$85.00, ISBN 978-1-84334-677-7.*

Terry Ballard, assistant director of Technical Services for Library Systems at the Mendik Library of the New York Law School, takes readers on an inspirational social media ride in *Google This! Putting Google and Other Social Media Sites to Work for Your Library*. Ballard toured Google and YouTube and interviewed those creating today's social media. Luckily for us, Ballard shares his stories and interviews in these thirteen chapters, which he also presents with an abstract, keywords, fun quotes, a webliography, and references.

The chapter "What does the Internet have to do with my library?" covers a brief history of librarians and the Internet and the uneasy relationship between the two. Chapter 2 covers Google searching and how it works, and how libraries are creating custom searches such as DRAGNET, the one Ballard created. Chapter 3 covers Facebook and Twitter, as well as providing a brief history of each, case studies of use from several libraries, a reader's advisory, and an academic perspective on social media.

Chapter 4 covers the history of Flickr, including case studies of its use. Chapter 5 covers ancillary Google services such as Gmail, iGoogle, as well as related products such as Skype, IMDB, and LibraryThing. YouTube is the topic of Chapter 6, which includes Ballard's visit to YouTube headquarters, a case study from Queens Library, and a chat with Marilyn Johnson, author of *This Book Is Overdue!: How Librarians and Cybrarians Can Save Us All*.

Chapter 7 discusses the history of Google Scholar, case studies of it being used in an academic setting, and a visit to the Googleplex. Blogging is the subject of Chapter 8 and includes the history of Blogger and WordPress,

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a visit with the people blogging at Google, and a case study. Chapter 9 covers Google's geographic services Google Maps and Google Earth. In this chapter you will learn about geo-tagging, maps, and Ballard again interviews those in the know—this time to Google's New York headquarters.

For Chapter 10, the author discusses electronic books and covers Project Gutenberg, digitization projects, Google Books, and the e-book revolution. Chapter 11 discusses discovery platforms and using social tagging. Keeping up with the mobile market is featured in Chapter 12, covering the mobile universe, a case study from the Mendik Library of the New York Law School, and Library Anywhere. Chapter 13 looks to the future. Topics range from a discussion with Marshall Keys, to what can go wrong for a digital library, and finally the next generation of librarians. A bibliography and an index are included at the end.

At the end of the book Ballard writes, "We are in the midst of an information tsunami. Libraries can either embrace the best of the new tools, or resist and get swept away" (p. 178). This book will help bring you and your library fully into the social media age so that you can surf the tsunami wave and help your patrons and your library. A timely and well-written book, it is recommended for academic, public and special libraries.

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MANAGING ELECTRONIC RESOURCES: A LITA GUIDE. LITA GUIDE #20.
Weir, Ryan O., ed. *Chicago, IL: ALA Editions, 2012, xii + 179 pp., \$65.00, ISBN 978-1-55570-767-5.*

Pundits and librarians foresee the future formatting of significant amounts of academic library material to be electronic. They believe that more and more librarians and libraries will be spending increasing amounts of money on databases, e-books, and other electronic products. The American Library Association's Library and Information Technology Association (LITA) believes this as well.

Consequently, LITA has published this basic guide to managing electronic resources. By electronic resources, in this context LITA only means databases. The book does not examine web pages, e-books, and so forth. Nonetheless, in 179 pages divided into eight chapters and three appendices, Weir and his four co-contributors go over databases in detail.

The aforementioned eight chapters are concerned with the economics of databases, the acquisition of databases, both the manner in which one