
PROFESSIONAL READING

Todd A. Bruns, Column Editor

GOOGLE SEARCH SECRETS. Burns, Christa and Sauers, Michael P. *Chicago, IL: Neal-Schuman, 2014, x + 211 pp., \$48.00, ISBN 978-1-55570-923-5.*

Google! Even the mere mention of the name is enough to send some librarians off on a diatribe, but over the years most have adapted to the fact that it is a Google world and we all live in it. *Google Search Secrets*, by Christa Burns (Special Projects Librarian, Technology and Access Services, Nebraska Library Commission) and Michael Sauers (Technology Innovation Librarian, Nebraska Library Commission), examines a variety of services from Google. Most of the services covered will be familiar, but a few will be new and might just be the thing your patron is looking for. So sit back, relax, and be prepared to enter the land of Google.

Chapter 1 begins with a brief history of Google, which was created in 1996 by Larry Page and Sergey Brin as a better way to search and organize the web. Its original name, *googol*, derives from a mathematical term for a one followed by 100 zeroes. The chapter continues with a discussion of Google's other services (e.g., Google Glass, Google Driverless Car, Android, Gmail) and explains the common search elements found throughout the book. Chapter 2 provides readers an overview on how to do a basic Google web search and also focuses on "major features to show you how you can use them in your daily reference work" (p. 15).

Chapters 3 through 10 concentrate on different areas covered by Google. Chapter 3 covers Google Images with its advance searching that lets you search by a variety of items, including color and usage rights. In Google News, the subject of Chapter 4, readers learn that it is more than just a search engine for news; it is also a "portal to new content from all over the web" (p. 51) and searching can be done by country, headlines, top stories, subject matter, and edition. Chapter 5 discusses Google Videos. Google purchased YouTube in 2006, migrating their Google Video files to YouTube by 2011, and now Google Videos indexes videos on the Internet. One of the most popular Google services is Google Maps and Chapter 6 covers this wonderful and helpful service. One fun fact we learn about is that the little yellow figure within the zooming controls is called Pegman. Chapter 7 covers Google Blog

Searching, which indexes and searches blogs via their RSS feeds. Google Scholar is covered in Chapter 8, which “deals with ‘scholarly’ and other reviewed content, such as journal articles, dissertations, book publications, and other professional articles” (p. 115), but it also allows you to cross-search both Google Scholar and Google Patents too. Google Patents is discussed in Chapter 9, and Chapter 10 covers the world of Google Books. Chapter 11 deals with Google Alerts service and how you can create and schedule alerts.

Lastly, Chapter 12 is all about Google Search Tips and Tricks! Did you know that Google knows math? Google also knows measurements, money, airplane flights, stocks, and a host of other things that could be helpful. Google also has a site called “What do you love?” which is a fun site that provides results and links from across the many different Google services.

The book contains screen shots on almost every page to help you along your Google way and ends the book with an index. This is an extremely useful book for both patrons and library staff to help them acquire a better understanding of all that is Google. It is highly recommended for public, university, and special libraries.

Melissa Abo, MA, MLIS, MS
Evening & Circulation Supervisor
University of Minnesota Bio-Medical Library
Minneapolis, MN, USA

REFERENCE AND INFORMATION SERVICES: AN INTRODUCTION, THIRD EDITION. Cassell, Kay Ann and Hiremath, Uma. *Chicago, IL: Neal-Schuman, 2013, xvii + 510 pp., \$69.95, ISBN 978-1-55570-859-7.*

The first two editions of this book, published in 2006 and 2009, were written for the “intrepid” librarian (as described by the authors) who faced so many new technologies and increasing numbers of information resources. This third edition is intended for the “entrepreneurial” librarian who, now familiar with if not also altogether comfortable with, the pace of change in technology, must “continually think outside of the box and look for trends and technology that can be adapted to the library setting” (p. xi). *Reference and Information Services* is a textbook for the graduate student in library science, and as such, its scope attempts to be comprehensive.

Twenty-two chapters are spread across four sections dealing with fundamental concepts, major reference sources—which make up the bulk of the chapters—special topics, and managing reference collections and services. In addition to detailed and highly descriptive contents, which contain chapter sections, recommended reading, recommended reference sources and works cited, *Reference and Information Services* provides a brief, highly readable