Building the Implementation Team, takes the reader through the steps following the completion of a strategic plan involving assigning the KM team, appointing a team leader, setting up a steering team and planning and implementing the strategy. Chapter 20, The Final Words, reiterates the importance of creating a well-thought-out and skillfully designed KM strategy, which unlike many such strategies that fail, will guarantee success.

All in all, the book covers a wide range of topics that give the reader useful insights for designing and implementing a KM strategy. Because it is based on 20 years of experience and practical knowledge in the field, it should successfully account for every organization's unique needs and goals. This, however, does not mean the book leaves no places for improvement. One of these is the introduction, which skips some of what is normally very helpful to newcomers to the field: e.g. describing the content of the chapters in a way that the whole picture is made. Another caveat is with the outline of the KM strategy document on page 43: the outline is meant to reflect the sequence of the chapters that follow, but I was not able to see why it fails to do so. My last reservation is with Chapter 15: the chapter talks about piloting a KM program; however, it does not provide a practical example of how to do so. Despite these doubts, the book is a must-read in that it takes the reader through a well-designed, step-by-step, easy-to-understand procedure for defining and implementing a successful KM strategy.

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Marketing the 21st Century Library: The Time is Now
By Debra Lucas-Alfieri
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Every information manager knows that the growth of Web-based information services is providing a major challenge to the use of libraries and similar more conventional information providers. Many customers prefer the ease of Google and the like, and do not seem to see the value of carefully selected physical and online resources, plus the dedicated space and expert assistance that the library can offer. This book is written with the intention of showing librarians what can be done to market and otherwise promote their libraries. The focus is on academic libraries though much of the content is relevant across the sectors.

It is a slim volume with less than 100 pages of text, but that might appeal to busy practitioners who want guidance on marketing without too much theoretical or other "distractions". Which makes it a little bit surprising that the initial 20 pages are given over to introductory and historical material, though there is no doubt it serves to set the rest of the book in its intended "modern" context. In the first chapter, the author

introduces the TIPR method (Think, Interpret, Plan and React) that becomes a theme throughout the book.

The third chapter describes various methods for collecting data prior to writing the marketing plan. The following chapter is on the marketing plan itself; its component parts, the audience and possible outcomes (brochures, etc.). The best part of this chapter is on what to do in a SWOT analysis for marketing and how to add it to the planning document. Of the other chapters, the best are Chapter 6 on partnerships and Chapter 8 on using technology for promotion. It is a pity that the chapter on partnerships is almost limited to internal stakeholders (students and faculty), though there is a good short section on community involvement. But what about other possible partners such as vendors? In the chapter on technology, there are some nice ideas for using Pinterest, Twitter, online games, and the like.

This is not a textbook and there is much missing, which is forgivable as the intent is (I assume) to provide a short book for practitioners. Yet does this justify the omission of absolutely crucial concepts such as segmentation? Even a "practical" book should give this attention. If you already know a fair bit about marketing then, frankly, you do not need this book. If you only want one book on marketing the library, then I still recommend the tried and tested *Marketing Concepts for Libraries and Information Services* by Ellen De Saez (2nd ed, Facet, 2002).

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Social Media Strategies for Dynamic Library Service Development
Edited by Adeyinka Tella
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Social Media Strategies for Dynamic Library Service Development examines some of the opportunities and challenges related to the use of social media by libraries and LIS professionals-in-training, with a particular focus on Africa. It includes several case studies, and aims to stimulate debate on a range of topics including the use of social media for competitive intelligence and marketing of libraries, the ethical dimension of social media and social media in LIS education and training. Bringing together the expertise and experience of 26 contributors from Botswana, Kenya, Nigeria, South Africa, Zambia, Zimbabwe and India, *Social Media Strategies* approaches the topic from both theoretical and practical perspectives.

Several of the 18 chapters cover similar ground; however, chapter content is usefully summarised in the detailed table of contents, the editor's chapter synopses and the abstracts that precede each chapter. Several chapters suggest additional readings, and chapter references are helpfully compiled at the end of the book. The key terms and