
EL
34,1

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

172

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).

Philip Calvert

Victoria University of Wellington, Wellington, New Zealand

Social Media Strategies for Dynamic Library Service Development

Edited by Adeyinka Tella

IGI Global
Hershey, PA

2015

388 pp.

US\$245.00 hard cover

ISBN 978-1-4666-7415-8

Review DOI [10.1108/EL-08-2015-0155](https://doi.org/10.1108/EL-08-2015-0155)

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

definitions at the end of each chapter do little to support the reader; many general terms such as social media and social networking are repeated, and definitions are inconsistent. Similarly, the index, which at two pages is relatively light for a 388 pp text, provides limited support. The two-column presentation is difficult to read, and at times, the quality of the writing and editing is below what a reader might expect of an academic endeavour.

Despite these limitations, this is a rich resource and timely publication for LIS professionals and academics with an interest in the use of social media in the developing world and Africa, in particular, which the book explains is currently experiencing a social networking boom. Although the editor makes claims for the value of this “hands-on ‘how to’” book for practitioners, its size, price and presentation make it better suited as a resource for LIS education.

Donelle McKinley

Victoria University of Wellington, Wellington, New Zealand

The Top Technologies Every Librarian Should Know: A LITA Guide

Edited by Kenneth J. Varnum

ALA TechSource

Chicago

2014

144 pp.

US\$70.00 soft cover

ISBN 978-0-8389-1228-7

Review DOI [10.1108/EL-08-2015-0159](https://doi.org/10.1108/EL-08-2015-0159)

Technological advances and their eventual impact on library user services can occur at a rapid rate. The time span from nascent idea to product adoption by users is shortening. Libraries have become technology leaders by implementing cutting-edge tools to enhance their users' experience. Where is library technology heading in the next few years? What are the emerging tools and technologies that we should be paying attention to, to be ready when the time is right to adopt them? Those are the questions contributors to *The Top Technologies Every Librarian Needs to Know* were asked to address.

This is a highly informative book on the topic of emerging technologies for libraries and librarians. Most of technologies discussed are available now. Some are being refined for library applications to open the future for libraries and library services. Some of the technologies explored here are being used by libraries around the world already. This book is a valuable resource for any library, the chapters include: Impetus to Innovate: Convergence and Library Trends; Hands-Free Augmented Reality: Impacting the Library Future; Libraries and Archives Augmenting the World; The Future of Cloud-Based Library Systems; Library Discovery; Web Services as the New Websites for Many Libraries; Text Mining; Bigger, Better, Together Building the Digital Library of the Future and Open Hardware in Libraries.