

# professional media

**Reinventing Reference: How Libraries Deliver Value in the Age of Google.** ALA Editions. 2015. 192p. ed. by Katie Elson Anderson & Vibiana Bowman Cvetkovic. bibliog. index. ISBN 9780838912782. pap. \$65; ebk. ISBN 9780838912867. PRO MEDIA

All professions are encountering change in connecting with their public, and libraries are no exception. Anderson (reference librarian, Rutgers Univ. Camden) and Cvetkovic (head of access and collection svcs., Rutgers Univ. Camden) use nine chapters to put reference services into historical context, provide insight into current trends, and offer a prognostication about the future. In some ways, they are successful in identifying the changes from static reference services to more proactive models such as using embedded services, QR codes, social media, chat offerings, and an expanded role in teaching. However, this work does have issues with outdated resources, which the editors readily admit in the introduction (e.g., there is a newer version of the "ACRL Top Trends in Academic Libraries" than the one cited here, and they use Google Blog Search, which has been discontinued). **VERDICT** Librarians who already work in forward-thinking libraries will find little new here, but less eager institutions may find value in using this resource as a starting point for discussions on moving into a new paradigm. This is not as practical as Laura Saunders, Lillian Rozaklis, and Eileen G. Abels's *Repositioning Reference* and therefore is best suited for beginning the conversation rather than as a roadmap to change.—Maria Bagshaw, Elgin Community Coll. Lib., IL

★ **Rethinking Reference for Academic Libraries: Innovative Developments and Future Trends.** Rowman & Littlefield. 2014.

262p. ed. by Carrie Forbes & Jennifer Bowers. notes.

index. ISBN 9781442244511. \$75; pap. ISBN 9781442244528. \$55; ebk. ISBN 9781442244535. PRO MEDIA

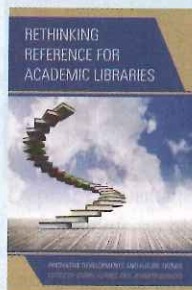
The competencies needed by academic librarians are depicted here by a cross-section of such librarians from the United States and Canada. Studies are included that examine the need to transform reference service given changing demographics and technological developments. Descriptions of reference and research programs and services are described focusing on five major areas: collaboration, diversity, technology, assessment, and professional competencies. Literature reviews and case studies look at issues such as reference services for the LGBT community, whether the reference desk still matters, and professional skills for virtual reference librarians. Forbes (associate dean for student and scholar svcs., Univ. of Denver) and Bowers (social sciences librarian, Univ. of Denver) have written extensively on library reference and research topics. This resource may be considered an update of Richard E. Bopp and Linda C. Smith's *Reference and Information Services: An Introduction*. In a field that is rapidly changing, this guide offers knowledge of innovative developments and future trends. **VERDICT** Librarians looking to "reimage reference and research services for the 21st century academic library" will get many ideas. Recommended for the professional collection of academic libraries.—Karen Venturilla, Union Cty. Coll. Libs, Cranford, NJ

Saunders, Laura & others. **Repositioning Reference: New Methods and New Services for a New Age.** Rowman &

Littlefield. 2014. 170p. photos. notes. bibliog. index. ISBN 9780810893221. \$85; pap. ISBN 9780810892118. \$45; ebk. ISBN 9780810892125. PRO MEDIA

Even with the advent of computing, the role of reference librarians—to search and retrieve authoritative and pertinent materials for information seekers—has, for the most part, remained unchanged for more than a century.

Saunders (library & information science; Simmons Coll.), independent consultant Lillian Rozaklis, and Eileen G. Abels (dean, library and information science; Simmons Coll.) explore ways in which reference services and librarians need to evolve in order to stay relevant despite the rapid changes in technology that have affected how people communicate, access, and



use information. They first review the traditional functions of reference work. Next, they analyze how these services have been impacted by the knowledge that users can readily obtain from smart phones and tablets, Googlelike keyword searches, and social media. The authors provide examples of innovative actions such as embedded librarians and proactive reference chat. Furthermore, they offer suggestions on how institutions can reposition reference in the face of external competition and pressures. They recommend conducting self-assessments, SWOT (strengths, weaknesses, opportunities, threats) analyses, user surveys in order for libraries to explore new ways to provide service, and more. **VERDICT** This well-researched and wise book is essential reading for library and information studies faculty and students, current reference librarians, and administrators of academic, public, and special libraries.—Donna Marie Smith, Palm Beach Cty. Lib. Syst., FL

century American history and culture will find this title worthwhile. Those interested in the 1920s might also want to consider Bill Bryson's *One Summer: America, 1927*.—Gricel Dominguez, Florida International Univ. Lib.

★ **Burrough, Bryan. Days of Rage: America's Radical Underground, the FBI, and the Forgotten Age of Revolutionary Violence.** Penguin Pr. Apr. 2015. 608p. notes. bibliog. index. ISBN 9781594204296. \$29.95; ebk. ISBN 9780698170070. HIST

Burrough (special correspondent, *Vanity*

*Fair*; *Public Enemies*) performs monumental research to tell the tale of underground revolutionaries in the United States between 1970 and 1985. The author is the first to convey the complete story of the six major terrorist groups during those years in one monograph. Interviewing founding and influential members of the Weatherman (later, Weather Underground), the Black Liberation Army, the Symbionese Liberation Army, Fuerzas Armadas de Liberación Nacional (FALN), the United Freedom Front, and the Family—as well as FBI agents who

pursued these groups—Burrough's narrative provides new and updated information about the actions, participants, outcomes, and punishments meted to these radicals. Included is a "Cast of Characters," which readers will find valuable. Although the stories are told chronologically, this account occasionally reads more like a textbook than a journalistic take owing to its vast number of names, acronyms, and places. However, the concluding bibliography and index provide informative references. **VERDICT** While Burrough successfully details the