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Inside...

Copyright and
Legal Issues

page 20

Knowledge
and Archives
Management

page 50

Information
Literacy

page 13

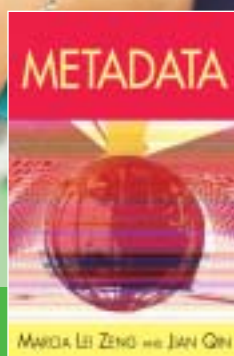
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*More than 50 courses now
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Neal-Schuman Professional
Education Network*

See page 44



page 17



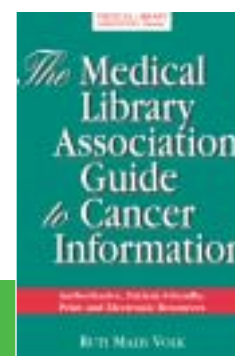
page 47



page 6



page 37



page 1

Essential Resources for Information Professionals

2007-2008

80+ New Titles Inside 

From the President's Desk

Dear Colleague,

I'm pleased to welcome you to Neal-Schuman's newest catalog. On every page you'll find books to help you in your career, how-to guides for improving your organization's services, and innovative works to help you succeed in transforming information into useful knowledge.

We're all very proud of the rave and starred reviews inside these pages — “**Highly recommended**” (Choice)... “**An essential read**” (Booklist)... “**Indispensable**” (School Library Journal)... “**Excellent**” (Library Journal) — to list but a few.

Here's just a few of the fantastic new titles you won't want to miss:

- Lehman and Nikkel's *Making Library Web Sites Useful* (page 58)
- Michele Spatz's *Answering Consumer Health Questions* (page 3)
- *The MLA Essential Guide to Becoming an Expert Searcher* (page 3)
- Lester and Koehler's *Fundamentals of Information Science*, 2nd Edition (page 54)

If you haven't yet signed up, I suggest taking a look at our highly successful **Neal-Schuman Professional Education Network**. We're adding many exciting new webinars and audio seminars — on the topics you've told us are most critical to your library's success — from virtual reference using Web 2.0 tools, to writing job descriptions, to creating online library events (page 44).

Last, but not least, I urge you to take advantage of our hassle-free, money-saving standing orders (page 1).

If you have feedback, we're listening. E-mail us at info@nealschuman.com. And in the meantime, build a library of the best professional resources, how-to guides, and core texts for library and information science professionals available anywhere. Enjoy!



Sincerely,
Patricia Glass Schuman, President
Neal-Schuman Publishers, Inc.

TABLE OF CONTENTS

SERVICES AND PROGRAMS

Reference Sources	1
Reference Services and Skills	3
The New Walford	6
The MLA Encyclopedic Guide to Searching and Finding Health Information on the Web	7
Public Services and Programming	9
Reading and Literacy Programs	10

INFORMATION LITERACY

Library Instruction	12
Research and Information Skills	17
Information Literacy Instruction for Youth	18

MANAGEMENT AND COMMUNICATION

Copyright and Legal Issues	20
Personnel and Staff Development	22
Facilities and Buildings	24
Management	27
Policies and Procedures	30
Budgeting and Financing	31
Statistics and User Studies	32
Advocacy, Communications, and Public Relations	34

CHILDREN/YOUTH

Storytelling and Storytimes	35
Youth Services and Materials	37
Teens @ the Library Series	41
School Librarianship	43

COLLECTION BUILDING

Collection Development, Licensing and Acquisitions	46
Cataloging and Classification	47
Preservation and Digitization	49
Archives and Records Management	50
Knowledge and Information Management	52

INFORMATION TECHNOLOGY

Distance Learning and Remote Users	55
Technology and Software	56
Library Web Sites	58

Under each resource description, next to the ordering information, you may find one of these following symbols:



CD-ROM or
DVD included



A title published by Facet,
our partner in Britain



A title featured as part of a
Neal-Schuman MLA standing order

NEW

Drug Information

A Guide to Current Resources, Third Edition

BY BONNIE SNOW



The classic drug information reference, now in a 3rd edition!

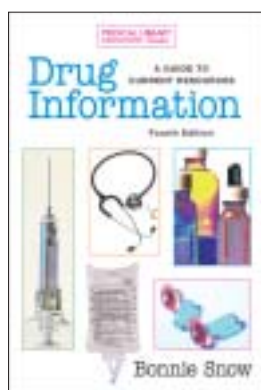
Praise for the second edition:

"Breadth and depth are little short of amazing... A unique compilation of knowledge and wisdom."

Medical Reference Services Quarterly

"An outstanding compilation of current resources."

American Journal of Pharmaceutical Information



This is the long-awaited third edition of the most comprehensive compilation of drug information resources available. A co-publication with the Medical Library Association, it draws on industry expert Bonnie Snow's 30+ years

of experience with pharmaceutical information needs and applications.

Snow reviews 400+ print and electronic resources. More than a bibliography, this readable guide brings together the best resources plus practical advice on everything from expert search techniques to core collections for libraries. Subject areas covered include: pharmaceutical technology; legal and regulatory issues world-wide; industrial pharmacy; market research; product guides and prescribing information in the global marketplace; drug interactions; drug effects on pregnancy, lactation, and reproduction; pharmacovigilance; and much, much more.

Completely revised, reorganized, and updated, the third edition focuses on information sources not covered elsewhere. Absolutely unique in its value as both a desk reference and a text for classroom use or self-study, this edition manages to meet the needs of students, information professionals, health care providers, and pharmacy practitioners.

ISBN 978-1-55570-616-6. 2008. 6 x 9. 600 pp. \$165.00.

The Medical Library Association Guide to Cancer Information

Authoritative, Patient-Friendly Print and Electronic Resources

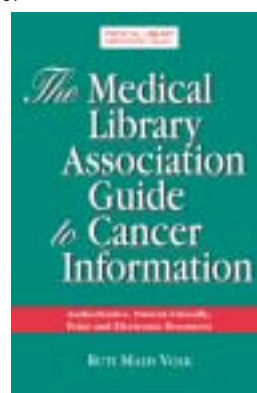
BY RUTI MALIS VOLK



"Superlative work.... Information is clearly written and very detailed.... While particularly useful for public libraries and their staff, this volume, with its exhaustive, authoritative coverage of cancer, is also appropriate for academic and medical library reference collections."

Library Journal, Starred Review, August 2007

According to the American Cancer Society, over 10 million Americans have a history of cancer — and over 100 distinct forms of cancer affect those individuals and their families in very different ways. When patrons come to your library with cancer-related questions, will you be prepared with the best resources for them to consult? Now, the Medical Library Association and Ruti Volk (Manager of the Patient Education Resource Center at the University of Michigan's Comprehensive Cancer Center) have assembled an authoritative guide to the best cancer information



resources for all levels of readers. Chapters are devoted to both specific types of cancer — breast, brain, colon, liver, lung, lymphoma, melanoma, childhood cancers, and more — and cancer-related topics — chemotherapy, radiation, complementary therapies, nutrition, fertility, talking with children about cancer, etc.— and contain a general introduction to the topic with an overview of the information needs of patients and caregivers. For each type of cancer, the author provides an invaluable annotated list of resources, including

pamphlets, brochures, consumer health titles, reference sources, videos, CD-ROMs, Web sites, and more, that incorporates both basic and more advanced treatments. Additional resources such as cancer-patient organizations are also featured. Whether utilized as an aid in cancer-related searches or as a tool for building a consumer health collection, this unique guide will help any public, academic,

or medical library better meet the health information needs of their users.

ISBN 978-1-55570-585-5. 2007. 6 x 9. 372 pp. \$85.00.

Neal-Schuman Standing Orders

Now it's even easier to keep your collection up to date!

The Medical Library Association (MLA) and Neal-Schuman Publishers have already copublished many stellar titles, including *The MLA Guide to Cancer Information* ("superlative work" — *Library Journal*) and *The MLA Encyclopedic Guide to Searching and Finding Health Information on the Web* ("An outstanding Resource" — *Booklist*). The list is growing, and you'll want your collection to be complete.

By signing up for our hassle-free standing order plans, you and your library will automatically receive the newest titles and editions. Plus you'll get 10 percent off each new book in the series.

Save 10%...

Save time with hassle-free collection building

Don't risk missing time-sensitive new information

Look for this symbol to identify titles in the Neal-Schuman MLA Standing Order series.



Signing up is as easy as calling 1-866-NS-BOOKS.

SERVICES AND PROGRAMS

Reference Sources

NEW

The Best of History Web Sites

BY THOMAS DACCORD

"Thomas Daccord is the ideal guide. [Given] his wealth of knowledge about history, the Internet, and teaching... there is no better entryway into the exciting new world of history teaching in the twenty-first century."

From the foreword by Professor Steven Mintz



Educator and technology trainer Thomas Daccord has painstakingly selected and compiled this guide to the best history sites for use in high school,

academic, and public libraries.

The Best of History Web Sites is the quickest path to a rich variety of content, including multimedia presentations, subject gateways, lesson plans and activities, primary resources, interactive quizzes and games, virtual tours, maps and atlases, statistical collections, and more. Based on his award-winning Internet portal, this new resource describes over 800 Web sites covering United States, ancient and medieval, and modern history.

Each entry includes the complete URL and a detailed annotation.

Unique to this resource are easy-to-identify categories that indicate the type of content featured on the site; grade level recommendations; and "Best Of" selections that identify the best e-texts, research and plagiarism sources, advanced placement study guides, virtual tours, and more. Two special introductory chapters help librarians and educators learn to locate and evaluate history Web sites and integrate them into the educational or library setting. Librarians and educators will find this an ideal starting place for designing lesson plans, helping students complete assignments, getting researchers started on specific subjects, creating pathfinders, or even answering history-related reference questions.

ISBN 978-1-55570-611-1. 2007. 8 1/2 x 11. 400 pp. \$89.95.

NEW

Introduction to Reference Sources in the Health Sciences

Fifth Edition

BY JO ANNE BOORKMAN, JEFFREY T. HUBER, AND JEAN BLACKWELL



Praise for previous editions:

"Useful...Excellent...Essential." CHOICE

"An essential reference guide...and a key textbook for courses covering health sciences reference sources." Journal of the Medical Library Association



This new edition of the standard guide to health sciences sources is essential for students, librarians, and health professionals. Prepared with the Medical Library Association, this completely updated and revised fifth edition lists classic and up-to-the-minute print resources and helps librarians to meet customers' changing expectations for electronic versions of traditionally print

reference sources, new reliable electronic-only resources, and resources that they can access from their home computers through freely available Web sites or through library licenses. The authors address questions librarians need to consider in developing and maintaining their reference collections in both the print and electronic environments, focusing on works that can be considered foundation or basic works.

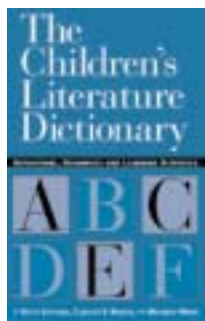
New contributors — including Jean Blackwell, Feili Tu, Katherine Schilling and Tom Flemming — provide fresh takes on organization and management of the reference collection; bibliographic sources for periodicals; indexing, abstracting, and digital database resources; U.S. government documents and technical reports; conferences, reviews, and translations; terminology; handbooks and manuals; drug information sources; and grant sources. Other chapters cover bibliographic sources for monographs, consumer health sources, medical and health statistics, directories and biographical sources, and history sources."

ISBN 978-1-55570-636-4. 2008. 6 x 9. 392 pp. \$85.00.

The Children's Literature Dictionary

Definitions, Resources, and Learning Activities

BY KATHY LATROBE, CAROLYN S. BRODIE, AND MAUREEN WHITE



"A delightful handbook.... Students involved in the study of this genre, as well as professionals engaged in programs and activities to encourage early reading and literary appreciation, will benefit from this unique resource." Choice (Named a Choice Outstanding Academic title for 2002)

"In this volume, both new and experienced librarians will find creative ideas for introducing, describing, and promoting various types of literature to young people. ... Also has much to offer teachers and students." School Library Journal

You've built a vibrant collection of children's literature, now put those resources to work and put young readers on the path to a lifelong love of reading. A core reference for school and public libraries and a terrific resource for educators, parents, students, and book reviewers of YA and youth titles, this dictionary provides child-friendly definitions of 325 terms and gives vivid examples for each from contemporary and classic literature. Definitions also include suggested activities to aid student learning. Whether you are a librarian helping a student find a definition of "archetype," a teacher looking for classroom activities that will help you teach "parallel stories," or a student who needs a straightforward example of an acrostic or a haiku, the answers, ideas, and inspiration are here.

ISBN 978-1-55570-424-7. 2002. 6 x 9. 282 pp. \$59.95.

SHOP ONLINE.

Our Web site features more great titles like these:

The Dictionary of Engineering Acronyms and Abbreviations

Second Edition

BY UWE ERB AND HARALD KELLER

ISBN 978-1-55570-129-1. 1994. 8 1/2 x 11. 315 pp. \$149.95.

This Day in Religion

BY ERNIE GROSS

ISBN 978-1-55570-045-4. 1990. 8 1/2 x 11. 294 pp. \$75.00.

Searching CD-ROM and Online Information Services

BY G.G. CHOWDHURY AND SUDATTA CHOWDHURY

ISBN 978-1-85604-388-5. 2001. 6 x 9. 352 pp. \$95.00.

Help! My Job Interview is Tomorrow!

How to Use the Library to Research an Employer, Second Edition

BY MARY ELLEN TEMPLETON

ISBN 978-1-55570-271-7. 1997. 8 1/2 x 11. 125 pp. \$49.95.

The Librarian's Cookbook

BY BETTY-CAROL SELLEN

ISBN 978-1-55570-042-3. 1989. 6 x 9. 433 pp. \$35.00.

Reference Services & Skills

NEW

The MLA Essential Guide to Becoming an Expert Searcher

Proven Techniques, Strategies, and Tips for Finding Health Information

BY TERRY ANN JANKOWSKI



Take your health info search skills to the next level!

What skills, resources, and techniques do expert searchers use when looking up health information? Here are the authoritative answers from the most authoritative source: the prestigious Medical Library Association's renowned trainer, Terry Jankowski.

Ideal for use as a course text or a workbook for



self-instruction, this utilitarian guide will teach you valuable strategies and techniques, regardless of your current skill level. Begin with the self-evaluation tool — find out where you are on the novice-to-expert continuum and then follow Jankowski through all of the components of an expert search, starting with the reference interview. A useful interview checklist and examples of

librarian-user interactions will help you plan a successful, efficient search. Jankowski then guides you through the basics of search construction, offers practical guidelines for deciding what resource to start with, passes on tips and tricks from expert searchers, and reviews the usefulness of some of the most popular health science databases, like MEDLINE and PubMed, PsychInfo, CAB Abstracts, ABI/Inform, ERIC, and more. Featuring a dozen checklists and 30 exercises plus tips and strategies for maintaining and growing your skill set over time, here is your direct path to becoming an expert health information searcher.

ISBN 978-1-55570-622-7. 2008. 6 x 9. 150 pp. \$65.00.

ISBN 978-1-55570-622-7. 2008. 6 x 9. 150 pp. \$65.00.

NEW

Answering Consumer Health Questions

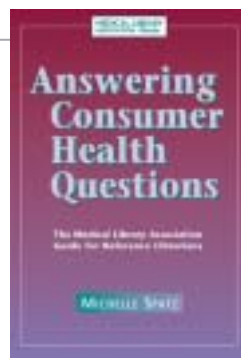
The Medical Library Association Guide for Reference Librarians

BY MICHELE SPATZ



Practical tips and tools for every health reference desk!

Patrons seeking medical information are often trying to gain control following an upsetting diagnosis — working with them can be rewarding and difficult. In this practical, readable guide, consumer health reference expert Michele Spatz, gives you an understanding of the psychology of those



seeking medical information and the skills necessary to respond usefully and appropriately.

Spatz outlines the most common inquiries and behaviors of health information searchers and the most useful go-to resources. Sample librarian-patron interactions in every chapter give you useful strategies and scripts.

Dozens of templates and forms and tips on everything — from setting up the reference desk to encourage confidential inquiries to using body language to signal your availability — will help you create a welcoming, empowering atmosphere in your library.

Chapters on ethics and potential legal issues guide you through the nitty-gritty of what constitutes practicing medicine without a license, confidentiality requirements, and more. Sections on email, virtual, and telephone reference will help you establish clear guidelines, and creative tips on marketing to healthcare providers will help you forge valuable new partnerships. A section on self-care offers strategies for dealing with job-induced stress. Every information professional who helps patrons with health inquiries will want a copy of this useful, inspiring book.

ISBN 978-1-55570-632-6. 2008. 6 x 9, 150 pp. \$65.00.

Rethinking Reference

The Reference Librarian's Practical Guide for Surviving Constant Change

BY ELIZABETH THOMSEN

"A good, concise introduction to reference librarianship in an era of increasing use of electronic sources."

Library Journal



Thomsen offers practical help on pressing issues. Formats, space requirements, users, and even your role as a reference librarian are all changing. Fast. Thomsen helps you keep up with lively, informative discussions on: your

relationships with paraprofessional staff and "techie," developing communication skills for effective reference interviews and multilingual

patron inquiries, integrating new resources in your search routines, virtual reference skills, distance education, librarians as trainers and pathfinders, the logistics of the reference space (desk height, roving reference, technical assistance), and much more.

ISBN 978-1-55570-364-6. 2005. 6 x 9. 291 pp. \$55.00.

100 Ready-To-Use Pathfinders for the Web

A Guidebook and CD-ROM

BY A. PAULA WILSON

Pathfinders are helpful and handy for your patrons, but creating them takes time. Paula Wilson, "Tech Talk" columnist for *Public Libraries*, has created this manual to help you create customized products for your library easily and efficiently. Included are templates and guides for creating, presenting, marketing,



linking, and cataloging Web-based pathfinders, plus 100 pathfinders featuring the best articles, indexes, and databases. All are downloadable and ready for customization to meet your specific

collection needs. Topics include Health, Genealogy, Art, Computer Science, Women's Studies, American History, Current Events, and more. All are in XHTML (in Cascading Style Sheets for easy conversion to any library's Web site).

ISBN 978-1-55570-490-2. 2004. 8 1/2 x 11. 247 pp. Book and CD-ROM. \$75.00.

Reference Services & Skills

NEW

Searching 2.0

BY MICHAEL SAUERS

Search Strategies 2.0 — for Libraries 2.0 — in the Web 2.0 environment



Here master-trainer Michael Sauer applies the super-search strategies he is known for to the latest generation of Web tools. Blogs, RSS, wikis, Flickr, podcasting, mashups, the read/write Web, kartoo, BitTorrent, Google Book

Search, the WayBack Machine, visual search engines, folksonomies, Firefox Search Plugins, Del.icio.us.... if you aren't intimately

familiar with these tools and how to fully exploit them in your daily reference work, then this book is for you.

Irreverent and fun to read, with a wealth of screen shots, this is a comprehensive guide to searches that make the most of the Web 2.0 environment: from improving basic search skills and evaluating search results to making the best use of search engines, both common and cutting-edge. Sauer reviews each Web 2.0 tool for reliability and appropriateness in different search tasks and shows you how best to organize them for quick access at the reference desk. You (and your patrons, once you show them how) will use Sauer's advanced and special search methods again and again, and Sauer's enthusiasm will have you running from the book to your computer every ten minutes. Exercises in each chapter will help you cement your new knowledge into practical skills.

ISBN 978-1-55570-607-4. 2007. 8 1/2 x 11. \$65.00.

Reference and Information Services in the 21st Century

An Introduction

BY KAY ANN CASSELL AND UMA HIREMATH

With companion Web site.

"This textbook and ready reference for today's reference-services librarian nicely combines theory and practical application.... This volume will be useful to library-school students, current reference practitioners, and library managers." Booklist

"Even seasoned reference pros will want to keep this volume close at hand." American Libraries

"Well-organized and full of meaningful insights and factual information about current resources."

American Reference Books Annual

"A practically-grounded textbook, suitable for both learners and experienced professionals."

The Electronic Library



This innovative text features an all-new approach that will change the way you think about reference service.

The only reference text to identify the top resources in major subject areas and genres, it shows students how to approach the reference

query by matching specific types of questions to the most appropriate format (when answering questions that require handy facts, for example, go first to ready reference sources; for questions about current events and issues, start with indexes). The book begins with the essentials — interviewing patrons, determining

the information need, and developing a basic search strategy. It then gives a thorough overview of the materials, print and electronic, most frequently used to answer questions — from government information to bibliographic resources, dictionaries, encyclopedias, biographical information sources, atlases, and more. A section on special topics in reference includes chapters on when and how to use the Internet as a reference tool, suggestions on user instruction at the reference desk, and reader's advisory work, as well as a chapter on service to children and youth authored by acclaimed expert Mary K. Chelton. Finally, the book addresses reference management basics: selection and evaluation of material, management of the reference department, assessing and improving reference services, and future trends.

Guided by an advisory board and a focus group, the authors have achieved an ideal balance between practical elements and guiding principles. This landmark text is sure to be of interest to LIS educators, students, and both novice and experienced reference professionals.

ISBN 978-1-55570-563-3. 2006. 6 x 9. 347 pp. \$65.00.

Instructors: Adoption of *Reference and Information Services in the 21st Century* entitles you to a free instructional CD-ROM featuring discussion questions, assignments, and PowerPoint presentations for each chapter. Contact info@neal-schuman.com for more information.

The Reference Librarian's Policies, Forms, Guidelines, and Procedures Handbook

BY REBECCA BRUMLEY

"Provides a showcase and a sampling of over 450 of the most carefully selected policies, procedures, and guidelines regarding reference service from an array of academic libraries, all right at your fingertips. All the bases are covered here... Highly recommended."

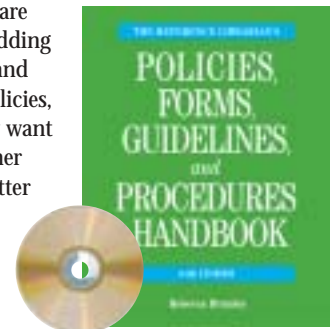
Library Journal, Starred Review

"...the ideal reference and study for all library systems from small community libraries to multi-branched urban libraries..." Midwest Book Review

"This is an excellent source. The templates included prevent one from having to develop all levels of administrative documents from scratch. It is recommended for all academic and public libraries."

Catholic Library World, March 2007

Whether you are considering adding new services and want good policies, or you simply want to see if another library has better solutions to problems you encounter each day, this book is for you.



Reference service is the lifeblood of your library, and in order to be effective you must have good systems and clear policies in place as well as the flexibility to adapt to new needs and technology. Rebecca Brumley, author of *The Public Library Managers Forms, Policies, and Procedures Handbook* (Starred Review, Library Journal) focuses here on best practices for reference service and gives you benchmarks against which to measure your own library's policies.

At your fingertips, you will find tested and proven forms, policies, and templates from public and academic libraries across the country, ready-to-use timesavers, all. Covering both traditional and expanded service areas, this book and companion CD-ROM address every issue involved in providing superior reference service to users. Success stories come from dozens of different kinds of libraries and research centers — some big, some small — all offer you solutions to common everyday problems.

ISBN 978-1-55570-569-5. 2006. 8 1/2 X 11. 339 pp. Book and CD-ROM. \$125.00.

NEW

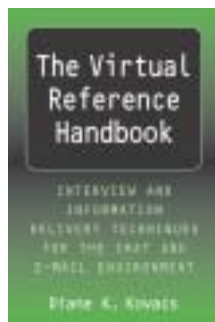
The Virtual Reference Handbook

Interview and Information Delivery Techniques for the Chat and E-Mail Environment

BY DIANE K. KOVACS

"A practical guide to the technical, communication, and reference skills you need to deliver fluent chat and e-mail reference services."

C&RL News, July/August 2007



IM, e-mail, and chat reference are already here, but have you adapted your traditional reference interview and information provision skills to these new formats? ACRL online trainer and popular Internet workshop leader Diane Kovacs

has assembled this handbook to help reference librarians develop the communication skills and resources they need to work effectively in the virtual reference environment. The handbook shows how to adapt traditional face-to-face reference interview skills to the virtual interview — and how to interpret and use new cues (chat slang, IM shorthand, emoticons, etc.) to better serve your users. For both chat and e-mail transactions, Kovacs outlines strategies for analyzing the question, conducting the interview, developing a search strategy, and delivering sources. There is guidance for selecting the best information format for users and delivering content in a timely and valuable manner. This practical guide offers everything reference librarians need to move from face-to-face to virtual transaction with ease.

ISBN 978-1-55570-598-5. 2007. 6 x 9. 132 pp. \$65.00.

SHOP ONLINE.

Our Web site features more great titles like these:

Digital Reference Service in the New Millennium

Planning, Management, and Evaluation

EDITED BY R. DAVID LANKES, JOHN COLLINS, AND ABBY S. KASOWITZ

ISBN 978-1-55570-384-4. 2000. 6 x 9. 246 pp. \$75.00.

Implementing Digital Reference Services

Setting Standards and Making it Real

EDITED BY R. DAVID LANKES, CHARLES R. MCLURE, MELISSA GROSS, AND JEFFREY POMERANTZ

ISBN 978-1-55570-450-6. 2003. 8 1/2 x 11. 230 pp. \$75.00.

The Virtual Reference Desk Series

NEW

Virtual Reference Service

From Competencies to Assessment

EDITED BY R. DAVID LANKES, SCOTT NICHOLSON, MARIE L. RADFORD, LYNN WESTBROOK, JOANNE SILVERSTEIN, AND PHILIP NAST



This new collection shares experts' best practices, forward-looking models, and advice on new developments in virtual reference. Chapter authors discuss the building of consortia, motivational and coaching techniques for staff,

instant messaging options, creation of subject-specific taxonomies, interpersonal communications improvement, methods of assessment, and more. A special section of the book introduces the all-new core competencies and standards of the Digital Reference Education Initiative — an IMLS-funded project to compile training tools from digital reference educators and practitioners. Each chapter is based on a cutting-edge conference presentation and features both practical guidance and the latest thinking about virtual reference work in libraries.

ISBN 978-1-55570-528-2. 2008. 6 x 9. 200 pp. \$75.00.

The Virtual Reference Desk

Creating a Reference Future



EDITED BY R. DAVID LANKES, EILEEN ABELS, MARILYN WHITE, AND SAIRA N. HAQUE

"Overall, the strengths of this book are its practicality and the wide variety of contexts and issues discussed." Journal of the Medical Library Association

"Recommended for any librarian involved in the world of reference ...

virtual or otherwise." Journal of Access Services

"I found some chapters of this book compulsive reading.... If you wanted to read a book on digital

reference services ... this could certainly be the one to choose." Electronic Library and Information Systems, Volume 40 Number 4 2006

Who could have imagined the impact on librarianship of technologies such as online chat, text messaging, and RSS feeds? And the future is sure to bring additional advances. In this forward-looking volume, the world's foremost reference experts — including David Lankes, Marie Radford, Eileen Abels, and Sharon Morris — guide librarians through new training and staffing models, look at these models' performance standards and evaluation tools, offer advice for serving new audiences, and help build collaborations and networks for reference service. In addition, the chapters — all updated and expanded versions of the conference presentations — explore digital projects, management, service to teens, wireless mobile technology, interpersonal communication, and more. ISBN 978-1-55570-555-8. 2006. 6 x 9. 226 pp. \$75.00.

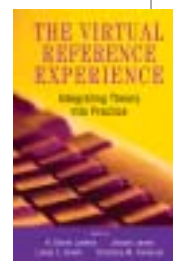
The Virtual Reference Experience

Integrating Theory into Practice

EDITED BY R. DAVID LANKES, JOSEPH JAMES, LINDA C. SMITH, AND CHRISTINA M. FINNERAN

This groundbreaking volume combines the most current thinking and theory with real-world experience from virtual reference experts. Arranged in four distinct parts, this work covers: Users of Digital Reference Services; Digital Reference Librarians; Digital Reference Services and Policies; and The Broader Context of Digital Reference. Chapters cover design, operation, and marketing of services; user perceptions; training; personal interaction; policies; best practices and guidelines; user surveillance and privacy; and much more.

ISBN 978-1-55570-512-1. 2004. 6 x 9. 289 pp. \$75.00.



Conducting the Reference Interview

A How-To-Do-It Manual for Librarians

BY CATHERINE ROSS, KIRSTI NILSEN, AND PATRICIA DEWDNEY

"An essential read for all current and future reference librarians." Booklist



"Packed with practical advice for anyone who participates in reference." Journal of Academic Libraries

The reference interview is key to the practice of librarianship. Now, Ross, Nilsen, and Dewdney outline the most effective methods librarians can use to find out exactly what a user needs to know. Packed with solid advice, exercises, strategies, models of human communication, and exercises for avoiding common pitfalls, the authors also offer dozens of examples of both successful and problematic reference interviews with constructive critiques and suggestions. ISBN 1-55570-432-2. 2002. 8 1/2 x 11. 242 pp. \$65.00.

The New Walford

"...every public and academic library with a previous edition will want this update." *Library Journal*

One Great Source Gives You Print and Electronic Resources

For nearly fifty years, *Walford's Guide to Reference Materials* has been a leading guide to reference works. Now, *The New Walford* meets 21st century reference needs with new print and electronic titles, Web sites, portals, and more.

The New Walford is for...

Reference Staff — to provide authoritative, informed answers to science, technology, and medicine questions

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"The MLA's guide serves as a good starting point for consumer health research... the guide gives consumers and undergraduates authoritative links and strategies for going beyond a basic Google search for health information. Summing Up: Recommended." Choice

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Three printed volumes

ISBN 978-1-55570-494-0.
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ISBN 978-1-55570-495-7. 2004. \$395.00.

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ISBN 978-1-55570-496-4. 2004. \$495.00.



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ISBN 978-1-85604-600-8. 2006. 6 x 9. 160 pp. \$65.00.



Introduction to Reference Work in the Digital Age

BY JOSEPH JANES

"An inspired and sincere attempt to re-envision modern professional practice and chart the potential future..."

Reference and Information Quarterly

"A comprehensive yet concise account of where, when, how and why reference librarians should embrace the digital reference revolution." College and Research Libraries

For many librarians, the meaning of the word "reference" is changing so rapidly that it is unsettling. Joe Janes, founder of the Internet Public Library, provides this perfect mix of provocative arguments and useful, hands-on advice. He addresses important questions including: What is the optimal mix of desk/phone/e-mail/chat? What kind of resource for what kind of user? What software for what purpose? What values to hold on to and what habits to break? Loaded with salient considerations, pointers, and encouragement, this book will have the library world talking on a subject we urgently need to address.

ISBN 978-1-55570-429-2. 2003. 6 x 9. 213 pp. \$59.95.

The Librarian's Guide to Genealogical Services and Research

BY JAMES SWAN

This unique resource walks librarians through the genealogical process and provides them with a guide for serving practitioners.

Swan covers the documents involved (censuses; birth, marriage, and death certificates; and often overlooked personal papers), collection development guides, acquisitions and preservation strategies for local history, electronic resources, and key indexes and databases for research. The companion CD provides hyperlinks for all the recommended Web sites and 25 printable charts, lists, and forms, including a Checklist for Genealogical Research 1850-1900, a Research Log, and a Federal Census Chronology.

ISBN 978-1-55570-491-9. 2004. 8 1/2 x 11. 225 pp. Book and CD-ROM. \$75.00



SERVICES AND PROGRAMS

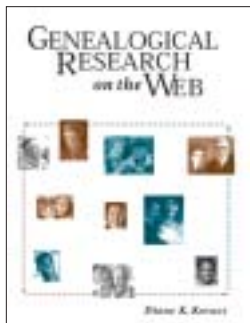
Reference Services & Skills

Genealogical Research on the Web

BY DIANE K. KOVACS

With companion Web site.

This dynamic guide — based on the author's popular workshops — shows how to unearth an amazing array of genealogical gold on the Web. The author shares her best tips, techniques, and resources, including URLs and passwords for informative Web-based activities. Researchers will learn when to travel and when to research from home, who to involve and how, what resources and techniques to avoid, how to connect with experts and key libraries, and the best tools and sites for



different stages of research.

ISBN 978-1-55570-430-8. 2002. 8 1/2 x 11. 193 pp. \$65.00.

An American Chronology

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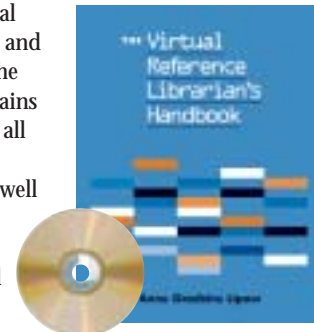


ISBN 978-1-55570-369-1. 2000. 8 1/2 x 11. 315 pp. \$75.00

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BY ANNE GRODZINS LIPOW
FOREWORD BY CLIFFORD LYNCH

Unlock the secrets of virtual reference with this invaluable handbook and CD-ROM, including handling reference dialogues in the virtual world, revising traditional reference policies and procedures, redesigning the library's organizational structure, customizing your virtual reference service, and designing a dynamic virtual reference desk and work space. The CDROM contains bookmarks to all Web sites mentioned as well as Word files for forms, checklists, and exercises that you can customize for your library's needs.



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Starting and Operating Live Virtual Reference Services

A How-To-Do-It Manual for Librarians

BY MARC MEOLA AND SAM STORMONT

ISBN 978-1-55570-444-5. 2002. 8 1/2 x 11. 167 pp. \$65.00.

The Medical Library Association Consumer Health Reference Service Handbook

BY DONALD A. BARCLAY AND DEBORAH D. HALSTEAD

ISBN 978-1-55570-418-6. 2001. 8 1/2 x 11. 197 pp. Book and CD-ROM: \$75.00

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Public Services & Programming

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Praise for the first edition:

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Public Libraries

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Alire and Ayala, both past presidents of REFORMA (the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking), build the case for increased service to this important and growing community and provide ideas for making outreach a success. Chapter coverage helps library staff understand the needs of their library's Latino community; develop successful programs and services; obtain funding for projects and programs; prepare staff to work



more effectively with Latinos; establish partnerships with relevant external agencies and organizations; improve collection development; and perform effective outreach and public relations. This second

edition features new strategies for conducting focus groups and bilingual surveys, an emphasis on electronic Web resources to aid in preparing for services, an increased number of programming ideas, and even more examples of bilingual promotional materials. A completely revised and updated resource directory points to the best publications, organizations, and sites for more information on this growing community.

ISBN 978-1-55570-606-7. 2007. 8 1/2 x 11. 260 pp. \$59.95.

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BY ROSEMARY HONNOLD AND SARALYN A. MESAROS

"This pragmatic manual should prove useful to any library needing to evaluate current offerings or to plan new and expanded services." Booklist

Here is a handbook for planning and delivering innovative library services to one of today's fastest growing demographic groups: older adults. Chapters cover collection development (including large print materials, audio books, program kits, and assistive technologies), programming ideas (discussion groups, coffee clubs, cooking, intergenerational, travel, and historical games), partnerships with other agencies, and outreach and homebound services. A special section lists print and online sources for tips from other librarians reaching out to an aging population.

ISBN 978-1-55570-482-7. 2004. 8 1/2 x 11. 249 pp. \$59.95.

NEW**Library Contests**

A How-To-Do-It Manual

BY KATHLEEN R. IMHOFF AND RUTHIE MASLIN



"There is good advice here for assistant directors, public relations departments, or any other staff who may get asked to create and run a contest."

School Library Journal, May 2007

Contests are a great vehicle for showcasing your library's services, introducing new programs, raising funds,

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- Partner with schools, businesses, and other organizations
- Plan, schedule, budget, and evaluate your event

From major national contests, to statewide, regional, and local events, this book wins for helping you make sure your contest reaches the right audiences with the right message, and achieves the results you want and expect.

ISBN 978-1-55570-559-6. 2007. 8 1/2 x 11. 182 pp. \$55.00.

Training Library Staff and Volunteers to Provide Extraordinary Customer Service

BY JULIE TODARO AND MARK L. SMITH

"...An excellent resource that is highly recommended for all libraries."

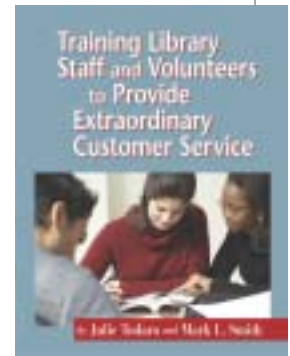
Library Journal, April 15, 2007

"This book should be welcomed by libraries that wish to adapt traditional customer-service techniques to the library setting and to train staff at all levels." Booklist

Establishing and maintaining the best possible customer service is essential for every library. Here is a training manual that gives you the "what to say" and "what to do" to make that goal a reality. Smith and Todaro offer guidance for training employees at all levels — from frontline staff to managers. They show you in detail how to integrate a customer service focus and training into a variety of staff and volunteer interactions — job interviews, orientation, employee review, and in-service and out-service training.

Todaro and Smith suggest what employees should know on day one, after the first week, after the first month, etc. This complete package includes role-playing suggestions and scripts for specific and difficult scenarios, as well as guidelines for establishing policies and a glossary. Numerous model forms (critical incident report, customer feedback, postcard survey, "lock-box" survey, and more) make this toolkit essential for library managers and administrators who want to help their staff develop a whole new level of customer service.

ISBN 978-1-55570-560-2. 2006. 8 1/2 x 11. 160 pp. \$65.00.

**Running Book Discussion Groups**

A How-To-Do-It Manual for Librarians

BY LAUREN JOHN

"This is essential reading for anyone who may be considering taking on the role of a book-discussion-group leader and a refresher for the more experienced among us." Booklist

"Highly recommended for all academic and public libraries." Catholic Library World, March 2007



This unique manual shows you step-by-step how to build, improve, and maintain successful, engaging book discussion groups. Chapters answer the fundamental questions — how do you build


membership, choose the right titles, schedule and arrange meetings, develop questions, get free or discounted books, and provide an inviting atmosphere and setting. Planning, publicity, facilitating discussions, programming techniques, and assessment are discussed in detail. Includes 10 ready-to-use discussion guides; One Book-One City program ideas; guidelines for online forums and title selection; and much more.

ISBN 978-1-55570-542-8. 2006. 8 1/2 x 11. 200 pp. \$55.00.

Building a Successful Customer Service Culture

A Guide for Library and Information Management

EDITED BY MAXINE MELLING AND JOYCE LILE
This collection of original articles offers a practical and strategic approach to developing a customer-service culture. Chapters cover customer satisfaction, staff training and planning, and customer service in traditional and virtual libraries. Unlike other management texts, this one considers core aspects of management from the viewpoint of customer concerns rather than that of operational requirements.

ISBN 978-1-85604-449-3. 2002. 6 x 9. 212 pp. \$85.00. 

**Defusing the Angry Patron**

A How-To-Do-It Manual for Librarians

BY RHEA JOYCE RUBIN

Defusing the Angry Patron introduces the many causes and faces of anger as well as practical techniques for dealing with angry (and other difficult) patrons. Rubin focuses on how effective staff

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ISBN 978-1-55570-372-1. 2000. 8 1/2 x 11. 99 pp. \$55.00.

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A How-To-Do-It Manual for Librarians

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ISBN 978-1-55570-137-6. 1994. 8 1/2 x 11. 115 pp. \$55.00.

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EDITED BY KATHLEEN DE LA PENNA MCCOOK AND GARYO. ROLSTAD

ISBN 978-1-55570-163-5. 1993. 8 1/2 x 11. 117 pp. \$55.00.

Intergenerational Programming

A How-To-Do-It Manual for Librarians

BY RHEA JOYCE RUBIN

ISBN 978-1-55570-157-4. 1993. 8 1/2 x 11. 198 pp. \$55.00.

Managing Library Outreach Programs

A How-To-Do-It Manual for Librarians

BY MARCIA TROA

ISBN 978-1-55570-121-5. 1993. 8 1/2 x 11. 155 pp. \$55.00.

Public Library Services to Business

BY ROSEMARY RIECHEL

ISBN 978-1-55570-168-0. 1994. 6 x 9. 131 pp. \$55.00.

Serving the Disabled

A How-To-Do-It Manual for Librarians

BY KIETH C. WRIGHT AND JUDITH F. DAVIE

ISBN 978-1-55570-085-0. 1991. 8 1/2 x 11. 161 pp. \$55.00.

Meeting Community Needs with Job & Career Services

A How-To-Do-It Manual

BY JOAN C. DURRANCE

ISBN 978-1-55570-177-2. 1994. 8 1/2 x 11. 246 pp. \$55.00.

Humanities Programming

A How-To-Do-It Manual for Librarians

BY RHEA JOYCE RUBIN

ISBN 978-1-55570-083-6. 1997. 8 1/2 x 11. 159 pp. \$55.00.

Helping Business: The Library's Role in Community Economic Development

A How-To-Do-It Manual for Public Librarians

BY MAXINE BLEIWEIS

ISBN 978-1-55570-231-1. 1997. 8 1/2 x 11. 151 pp. \$55.00.

Serving the Difficult Customer

A How-To-Do-It Manual for Librarians

BY KITTY SMITH

ISBN 978-1-55570-161. 1994. 8 1/2 x 11. 166 pp. \$55.00.

SERVICES AND PROGRAMS

Reading & Literacy Programs

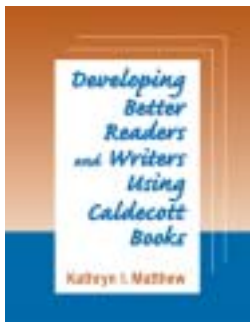
Developing Better Readers and Writers Using Caldecott Books

BY KATHERINE R. MATTHEW

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The Bulletin of the Center for Children's Books

The best children's books inspire young readers to new heights of imagination and creativity. The right guidance and encouragement will help those eager young learners become stronger readers and writers. In this book, you'll find 100+ ready-to-use lesson plans and library activities, each featuring a different Caldecott Medal or Honor book (ALA's annual award for the artist of the most distinguished American picture book for children). Each plan integrates the reading and writing process by introducing



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ISBN 978-1-55570-568-8. 2008. 8 1/2 x 11. 203 pp. \$49.95.

Reading & Literacy Programs

NEW

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BY MARGUERITE CROWLEY WEIBEL,
FOREWORD BY ROBERT WEDGEWORTH

"Thoughtful, practical advice and suggestions... This compilation provides a clear rationale for why librarians are important in the effort to support adults learners."

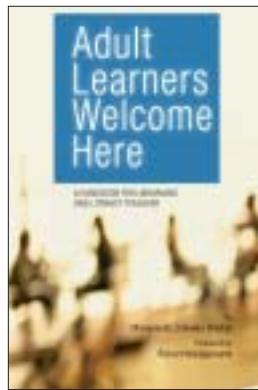
From the Foreword by Robert Wedgeworth

"Extensive Lists of fiction and non-fiction (including selections from the children's collection) and print and electronic reference resources help teachers find materials that are relevant to students' lives" American Libraries, September 2007

"This book belongs on the desk of everyone working in adult literacy education."

Journal of Adolescent and Adult Literacy

Adult Learners Welcome Here is designed to help librarians connect new adult readers with books and to acquaint literacy teachers with materials generally available in their public library. Weibel outlines the library's role in fostering adult literacy and shows how popular library materials — art and photography books, poetry, literature, non-fiction, and print and electronic reference sources — can be used by librarians and teachers in new and innovative ways. She provides recommended titles



(complete with bibliographic information, annotations, subject headings, and reading levels) and ready-to-use lessons that improve visual literacy, creativity, and even

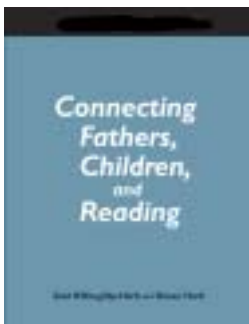
technological competency while building phonetic skills and comprehension. The recommendations and lessons can be used with all levels of adult learners and both native and non-native English speakers. There is guidance for improving instruction to adults and building literacy coalitions between libraries and other community organizations. This unique and comprehensive resource will help libraries improve their own services and support the important work of educators in their community.

ISBN 978-1-55570-578-7. 2007. 6 x 9. 307 pp. \$75.00.

Connecting Fathers, Children, and Reading

A How-To-Do-It Manual for Librarians

BY SARA WILLOUGHBY-HERB AND STEVEN HERB



"This comprehensive book looks at both the importance and effect of father involvement in children's reading... Case studies, anecdotes, and interesting sidebars abound in this well-organized, well-written source."

School Library Journal

This book gives you summaries of current research, thought-provoking discussion, and expert tips on making fathers feel comfortable in your library. With advice on book selection, library programming, and outreach that supports dads and young readers, this unique reference also includes a comprehensive bibliography plus of 450+ children's books about fathers and fathering.

ISBN 978-1-55570-390-5. 2002. 8 1/2 x 11. 197 pp. \$49.95.

250+ Activities and Ideas for Developing Literacy Skills

BY M. ELLEN JAY AND HILDA L. JAY



Literacy in the 21st Century means reading and the ability to interpret a wide range of symbols such as leers, musical tones, numbers, computer icons, and more. The book offers 250+ literacy development activities and ideas for librarians and classroom educators

who are charged with helping students develop true information literacy skills.

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Community Collaborations for Family Literacy Handbook

BY SHELLEY QUEZADA AND RUTH S. NICKSE
ISBN 978-1-55570-164-2. 1993. 8 1/2 x 11. 181 pp. \$49.95

Developing Literature-Based Reading Programs

A How-To-Do-It Manual for Librarians

BY BERNICE L. YESNER AND M. MARY MURRAY.
ISBN 978-1-55570-122-2. 1993. 8 1/2 x 11. 159 pp. \$45.00

Invitations, Celebrations

Ideas and Techniques for Promoting Reading in Junior and Senior High School

BY FAY BLOSTEIN

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A How-To-Do-It Manual for School and Public Librarians

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ISBN 978-1-55570-115-4. 1992. 8 1/2 x 11. 143 pp. \$45.00.

Using Children's Books in Preschool Settings

A How-To-Do-It Manual for School and Public Librarians

BY STEVEN HERB AND SARA WILLOUGHBY-HERB

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Using Children's Books in Reading/Language Arts Programs

A How-To-Do-It Manual

BY DIANE D. CANAVAN AND LAVONNE H. SANBORN

ISBN 978-1-55570-101-7. 1992. 8 1/2 x 11. 206 pp. \$49.95.

INFORMATION LITERACY Library Instruction

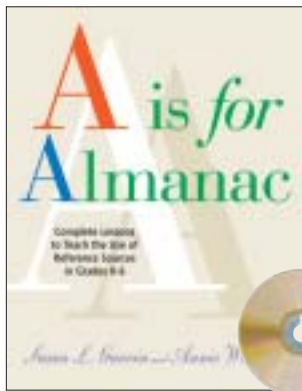
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A is for Almanac

Complete Lessons to Teach the Use of Reference Sources in the Library Media Center, Grades K-6

BY ANNIE WEISSMAN AND SUSAN GARVIN

A one-stop solution for teaching reference skills in science and social studies. And higher-order thinking skills too!



Chock-full of librarian-perfected lessons and worksheets, this book and accompanying CD contain ready-to-go lesson plans, worksheets, activities, and more for teaching

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ISBN 978-1-55570-623-4. 2008. 8 1/2 x 11. 225 pp. Book & CD-ROM. \$65.00.

NEW

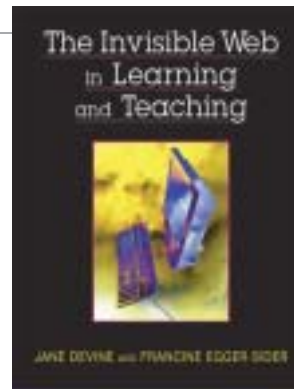
The Invisible Web in Learning & Teaching

BY JANE DEVINE AND FRANCINE EGGER-SIDER

Teach your users to go above and beyond Google — or miss out on all the expensive content your library subscribes to!

Google isn't up to the task when it comes to serious research, and though your patrons and students have heard of the "invisible," or "deep" Web, they have no idea how to tap into it. You need practical tools and strategies for teaching them about the Web sources and specialized databases they will never find using everyday search engines.

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part of every information literacy and research skills course. With this book you get expert teaching tips and scripts for informal instruction,

plus model activities and assignments for the classroom. Statistics and summaries of relevant research will help you combat myths like "Searching is Easy," or "Everything Important is Free." Read this book too, to find out how the best deep Web search tools, including CompletePlanet, Closer Look, and the Librarian's Internet Index, are evolving and what it all means for your library's future electronic collection development plans.

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NEW

Blended Learning

Tools for Teaching and Training

BY BARBARA ALLAN

The best approaches to 21st century teaching!



Are you an information professional involved in training or education? If so, you'll benefit tremendously from this book, which integrates traditional and distance learning methods into a blended approach, the ideal for today's modern learning environment.

With this book, you'll learn how to combine the best of

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- Virtual communication tools
- Models of teaching and learning
- Individual and group learning activities
- Development of online communities

Regardless of your level of experience, this book will help you improve instruction.

978-1-85604-614-5. 2008. 192 pp. paperback. \$115.00.



Becoming a Library Teacher

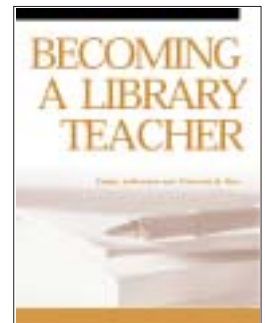
BY CHERYL LAGUARDIA AND CHRISTINE K. OKA

"I strongly encourage every librarian interested in teaching and learning from students to make this book an integral part of his or her life."

Journal of Academic Librarianship

Here's a step-by-step guide to the tried-and true methods for effective preparation, presentation, and teaching in today's library. The authors carefully examine the key elements of successful instruction, including overcoming anxiety and building confidence; physically preparing through voice, movement, and body language; outline preparation; the use of presentation software; and interpersonal dynamics.

ISBN 978-1-55570-378-3. 2000. 8 1/2 x 11. 115 pp. \$55.00

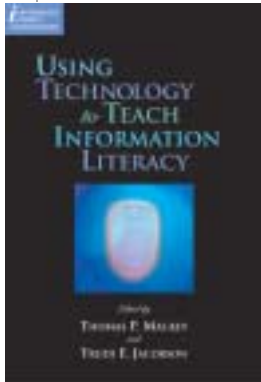


NEW

Using Technology to Teach Information Literacy

BY THOMAS P. MACKEY AND TRUDI E. JACOBSON, EDITORS

Innovative. Collaborative. Tools for teaching with technology that work!



Why teach information literacy, technology literacy, and discipline-specific research skills separately when teaching them together fires students' imaginations, improves learning, visibly demonstrates the value of your library's unique services and expertise

to faculty, and lets you reach students who might never otherwise walk through the library's doors? The first book on teaching information literacy with technology across the curriculum is full of case studies and lesson plans that will help you put together a

cutting-edge, technology-based course for your institution.

Each chapter is co-written by a librarian-faculty member team involved in a collaborative teaching-with-technology project. An overview of the literature will help you explain the value of this dynamic approach to faculty and administration. Chapter authors represent a wide range of institutions and disciplines; they give you course goals and organization, the hows and whys of the technologies used, and pitfalls to avoid. Featured technologies include collaborative web tools, presentation software, video and other multimedia, podcasts, blogs, wikis, and more. Every academic library will want to have a copy of this book, as will any faculty member involved in teaching information literacy. ISBN 978-1-55570-637-1. 2008. 6 x 9. 175 pp. \$75.00.

Also by these authors:

Information Literacy Collaborations that Work, page 16

Teaching and Marketing Electronic Information Programs

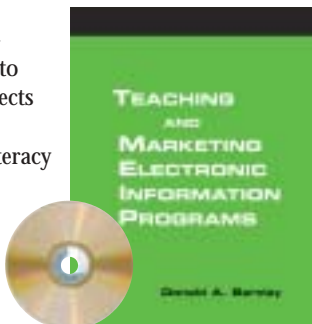
A How-To-Do-It Manual for Librarians

BY DONALD BARCLAY

"A first-rate, 'user friendly', and highly recommended instructional resource."

The Midwest Book Review, November 2003

Here is your complete user-friendly guide to making all aspects of electronic information literacy instruction a success. Chapters cover practical details on



everything from the basics: what information literacy is (and why the information you need is not just a "click" away), the ethics and economics of intellectual property, how to use search tools effectively and evaluate the information retrieved.

ISBN 978-1-55570-470-4. 2003. 8 1/2 x 11. 255 pp. Book and CD-ROM. \$75.00.

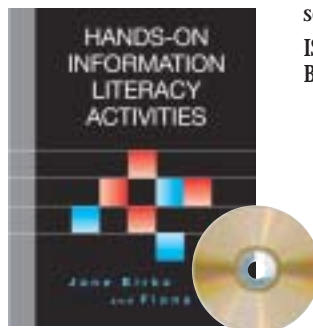
Hands-On Information Literacy Activities

BY JANE BIRKS AND FIONA HUNT

"A hands-on manual for teaching information literacy skills at the high school and college levels...recommended for anyone needing a basic starting point to introduce information literacy skills"

Reference and User Services Quarterly

This comprehensive collection of successfully tested interactive learning activities is designed to assist students in determining the nature and extent of their information needs and how to access and evaluate that information. Exercises focus on the library catalog, search engines, databases, search strings, Boolean and advanced searching, and types of information needs. Designed to support a variety of learning styles, this guide allows instructors to use the lessons in any order or any grouping that meets the needs of particular students and situations. To complete this innovative package, a CD-ROM in Microsoft Word format includes all the activity material and handouts.



ISBN 978-1-55570-456-8. 2003. 8 1/2 x 11. 135 pp. Book and CD-ROM. \$75.00.

Winner of the ACRL Instruction Section Publication Award!

Information Literacy Instruction

Theory and Practice

BY ESTHER S. GRASSIAN AND JOAN R. KAPLOWITZ

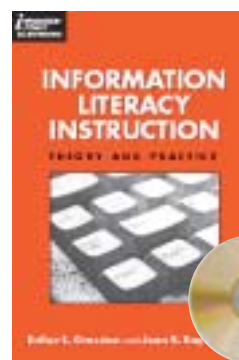
"All libraries that offer instruction to their users should purchase this book...a fine piece of work."

Reference & User Services Quarterly

"A seminal work."

ACRL Instruction Section Awards Committee

"This book will serve as a foundation stone for aspiring instruction librarians in graduate programs, as well as for those who are already teaching." *C&RL News*



Information literacy leaders Esther S. Grassian and Joan R. Kaplowitz have brought together in one source the theory and practice of library instruction. Chapters cover the history and background of user education in libraries; the psychology of

learning as applied to library teaching; conceptual models for teaching critical thinking; program management, planning, and politics (on and off-campus); assessment and evaluation; design and development of print and electronic teaching materials; classroom management and teaching techniques; learning technology and future advancements. The CD includes tables describing various instructional modes, an interactive database to aid in selecting among them, handouts, and more.

ISBN 978-1-55570-406-3. 2001. 6 x 9. 468 pp. Book and CD-ROM. \$65.00.

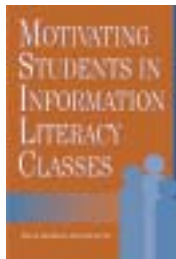
INFORMATION LITERACY

Library Instruction

Motivating Students in Information Literacy Classes

BY TRUDI E. JACOBSON AND LIJUAN XU

"One of the few resources available that provides practical approaches for motivating learners on information literacy concepts and skills...highly recommended to librarians who provide information literacy instruction or facilitate student learning in any way." Journal of Academic Librarianship



"Jacobson and Xu have filled a gap in the field; this book is heartily recommended for all teaching librarians." ARBA

This unique manual shows librarians and instructors how to develop engaging courses that will compel students to become effective and successful

users of information both in their academic careers and their professional lives. Jacobson and Xu explain:

- Motivation essentials
- Intrinsic versus extrinsic motivation in course design
- The value of credit-bearing courses, course-related instruction, drop-in sessions, and first-year programs

Filled with practical and useful information, this book features tips from instructors; innovative exercises and assignments; models of teaching behaviors; methods for increasing student participation; advice for assessment and grading; and considerations for Web-based instruction. This is the ideal tool for developing new information literacy instruction or reinvigorating existing courses.

ISBN 978-1-55570-497-1. 2004. 6 x 9. 143 pp. \$59.95.

NEW

Providing Effective Library Services for Research

BY JO WEBB, PAT GANNON-LEARY, AND MOIRA BENT

Libraries are one of the most important stops in the research process — and with the right collections and services, librarians can give researchers a serious advantage. This practical manual explains how libraries can better support study and scholarship by understanding the information seeking behaviors of scholars and current issues in academia. Chapters explore unique considerations for collection development, creation of toolkits, and information literacy instruction in support of this special group of users. Whether serving undergraduate and graduate students, doctoral candidates, professors, visiting scholars, or writers, librarians will benefit from this practical guidance.

ISBN 978-1-85604-589-6. 2007. 6 x 9. 256 pp. \$99.95.



NEW

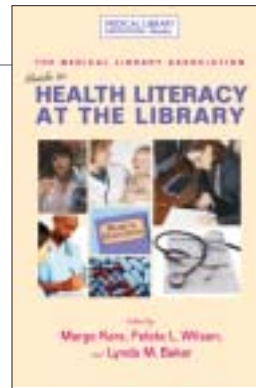
MLA Guide to Health Literacy at the Library

MARGE KARS, LYNDA M. BAKER, FELETA WILSON, EDITORS



The first book on health literacy specifically for and by librarians

Nearly a quarter of the U.S. population struggles with low literacy — and low health literacy. The inability to read, understand, and effectively utilize health information is linked to higher levels of chronic disease, more frequent emergency room visits, and early mortality. The cost and quality of care implications are enormous, and health literacy is a hot topic for policy makers and researchers — and for libraries struggling to respond to patrons' unmet health information needs.



This authoritative MLA guide will help you understand the vital role that medical, hospital, public, and health libraries are uniquely qualified to play in improving health literacy. You will learn innovative ways to use collection development, the reference interview, community health information, and Web resources, as well as strategies

for working with special needs populations, including seniors, the disabled, ESL groups, and people of diverse social and cultural backgrounds. Case studies illustrate best practices, including ways to partner with health care providers and other organizations to create and fund health literacy programming in your community and make your library a vital player in this increasingly important information needs area.

ISBN 978-1-55570-625-8. 2008. 6 x 9. 250 pp. \$75.00.

The Plagiarism Plague

A Resource Guide and CD-ROM Tutorial for Educators

EDITED BY VIBIANA BOWMAN

"This excellent title will appeal to all educators at both the secondary and post-secondary levels who are interested in better understanding and taking the practical strategies needed to combat it."

School Library Journal

Plagiarism is an epidemic and this unique multimedia package will provide you with smarter ways to combat the problem. In this volume, Bowman brings together leaders in education, information, and research to tackle topics ranging from teaching intellectual honesty and the challenge of originality to the best responses and action plans for preventing



plagiarism. Content includes in-depth information about catching students who plagiarize, sources where students buy papers, programs for detecting plagiarism, and educational sites to get students on the right track; tips for creating instructional materials about plagiarism for the Web or class instruction; special concerns in high school and college, including ESL education. This practical handbook features Web resources, a step-by-step "how-to" guide on designing instructional materials, and a comprehensive annotated bibliography. The CD-ROM provides one-click access to the recommended Web resources and three interactive tutorials that can be uploaded to your library's Web site.

ISBN 978-1-55570-501-5. 2004. 6 x 9. 233 pp. Book and CD-ROM. \$65.00.

Creating a Comprehensive Information Literacy Plan

A How-To-Do-It Manual and CD-ROM for Librarians

BY JOANNA M. BURKHARDT, MARY C. MACDONALD, AND ANDRÉE J. RATHERMACHER

"Transforms a monumental endeavor into a manageable task...an essential resource, highly recommended." *Library Journal*, Starred Review

In college and university libraries across the nation, information literacy has become more than just an area of instruction — it has become part of the core mission of the organization. This unique how-to helps libraries organize and integrate all of their information literacy offerings into one synthesized plan. The authors offer guidance about how to decide what to teach, when and how to deliver instruction, how to assess outcomes, and revise based on assessment results.

Chapters cover:

- Building teams and committees
- Conducting needs assessments
- Finalizing and approving the plan
- Setting timelines and goals
- Marketing the plan to the library
- Addressing audiences and the campus
- Writing the document

Helpful tools include lists of information literacy support associations, definitions, best practices, and Web sites.

The CD-ROM enables users to adapt and print their own planning workbook, checklists, and supporting documents

to use individually or with larger groups and committees.

ISBN 978-1-55570-533-6. 2005. 8 1/2 x 11. 115 pp. Book and CD-ROM. \$89.95.

Learning to Lead and Manage Information Literacy Instruction

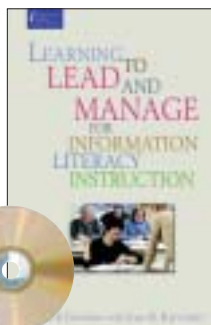
BY ESTHER S. GRASSIAN AND JOAN R. KAPLOWITZ

"Two gurus of information literacy, Esther S. Grassian and Joan R. Kaplowitz, share their keys to success...a comprehensive guide to enhancing information literacy programs." *American Libraries*

"A very useful, well-researched, detailed treatment of the specialist role of the information literacy leader..."

The Australian Library Journal, February 2007

Written by ACRL Instruction Section Publication Award Winners Esther



Information Literacy Instruction That Works

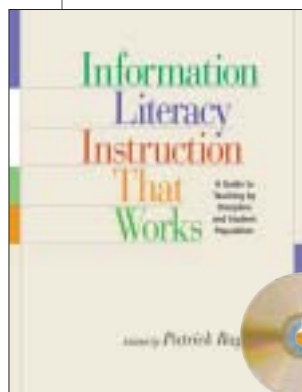
A Guide to Teaching by Discipline and Student Population

EDITED BY PATRICK RAGAINS

"A must-have for every college information literacy librarian, this resource is chock-full of practical, timely, detailed information related to library instruction... This is sure to be a favorite among the information literacy field. Recommended for both novice and

veteran librarians." *Library Journal*, Starred Review

Here are over twenty library instructors share their best practices for reaching out to today's unique users. Readers will find



INFORMATION LITERACY Library Instruction

strategies and techniques for teaching college and university freshmen, community college students, students with disabilities, and those in distance learning programs. You will also find proven approaches to teaching students in the most popular programs of study — English Literature, Art and Art History, Film Studies, History, Psychology, Science, Agricultural Sciences and Natural Resources, Hospitality, and International Marketing. Three additional chapters guide instructors through teaching legal, government information, and patent searching. Each chapter covers instructional design, lesson planning, library/faculty collaborations, marketing programs, assessment, and more. The companion CD-ROM features several of the lesson plans, presentations, brochures, worksheets, handouts, and evaluation forms discussed in the book.

ISBN 978-1-55570-573-2. 2006. 8 1/2 x 11. 329 pp. Book and CD-ROM. \$89.95.

Grassian and Joan Kaplowitz (*Information Literacy Instruction: Theory and Practice*), this comprehensive guide looks at the new needs of librarians and instructors charged with teaching information literacy. Among the topics: program leadership, management, politics, development, research, grants, marketing, and technology. The authors provide detailed guidance for solving many common problems facing ILI managers, including: organizational culture challenges, working with administrators, boards, and trustees, burnout, teaching portfolio development, mentoring, performance appraisal, branding, electronic classrooms, training staff, and more. The companion CD-ROM contains important real-life sample materials, including syllabi, successful grant proposals, and a full bibliography with links to Web resources.

ISBN 978-1-55570-515-2. 2005. 6 x 9. 322 pp. Book and CD-ROM. \$75.00.

NEW

Proven Strategies for Building an Information Literacy Program

"A significant addition to literature related to the teaching of information skills to students."

Foreword by Hannelore Rader

EDITED BY SUSAN CURZON AND LYNN LAMPERT
Developing an information literacy program in the 21st century requires more than simple planning — it requires a thoroughly designed strategy based on proven success. In this book,

twenty information literacy experts, including Michael Eisenberg, Virginia Walter, and Lesley Farmer, explore various techniques and contribute perspectives on information literacy programs in educational environments from kindergarten through higher education, including public libraries. The result is an indispensable volume that provides an integrated, comprehensible approach for creating a successful, sustained program. The book is divided into chapters, each focusing on one of the 17 components that make up what authors Curzon and Lampert identify as the "information literacy wheel". Each section of the wheel — planning, teaching models,

collaboration, marketing, assessment, and more — undergoes in-depth analysis by one of the information literacy professionals. Here is a key resource, packed with compelling analyses and real-world examples from the experts themselves, for developing an effective,

multi-dimensional information literacy program in the 21st century.

ISBN 978-1-55570-608-1. 2007. 6 x 9. 335 pp. \$75.00.



INFORMATION LITERACY Library Instruction

NEW

Information Literacy Collaborations That Work

EDITED BY TRUDI JACOBSON
AND THOMAS P. MACKEY

"An important tool for strengthening existing faculty/librarian information literacy efforts and for promoting new alliances."

From the Foreword by Patricia Senn Breivik

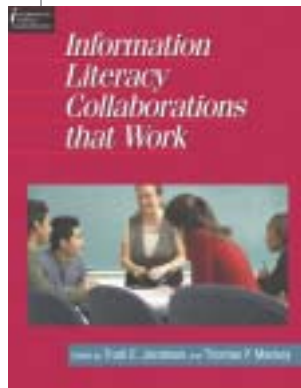
"Each chapter is extensive, with practical examples, reference lists, and helpful tables and diagrams Though the focus is on colleges and universities, high-school media specialists might also find the book useful." *Booklist, July 1, 2007*

together proven information literacy collaborations that will change the way your library works with campus faculty, departments, and other instructional units. Chapter contributors, including Elizabeth Dupuis (Head of Instructional Services, UC Berkeley), Lijuan Xu (Library Instruction Coordinator, Lafayette College), Christy Stevens (Instructional Services Librarian, University of West Georgia), and more, explore working with undergraduate and graduate students; partnering with humanities, social sciences, and physical sciences (English Literature, Chicano/Latino Studies, Political Science, Environmental Studies, biology) instructors; integrating instruction into first-year writing and research projects; and utilizing Web, video, and other new technologies. Each chapter is written by the collaborating librarian and faculty member and provides a model for collaboration, a description of the lesson's goals and process, and an assessment of the model's success. With these winning models, you can make information literacy a part of every student's learning experience!

ISBN 978-1-85604-579-4. 2007. 8 1/2 x 11. 384 pp. \$85.00.

Collaboration is the key to ensuring that information literacy is a part of every student's educational experience. This new collection from Trudi Jacobson (ACRL Information Literacy

Instruction Section Publication Award Winner, 2005) and Thomas P. Mackey brings



Teaching the New Library to Today's Users

Reaching International, Minority, Senior Citizens, Gay/Lesbian, First Generation College, At-Risk, Graduate and Returning Students, and Distance Learners

EDITED BY TRUDI JACOBSON
AND HELENE C. WILLIAMS

Filled with important information and strategies for serving a diverse audience of students, this book is essential for today's academic environment.

Each chapter, written by a librarian who has hands-on experience teaching the population about whom they write, provides specifics about cultural contexts and differences, peer mentoring, and motivating techniques.

ISBN 978-1-85604-379-0. 2000. 6 x 9. 256 pp. \$75.00.



Working with Faculty to Design Undergraduate Information Literacy Programs

A How-To-Do-It Manual for Librarians

BY ROSEMARY M. YOUNG AND
STEPHENA HARMONY

Whether you aim to develop a course unit, stand-alone session, or credit course, here are the philosophy, the specifics, and practical information you need to teach critical information literacy skills. Includes numerous ready-to-copy



or -adapt forms, surveys, evaluation instruments, sample assignments, and more. Discover the keys to a successful learning partnership that pays off for students.

ISBN 978-1-55570-354-7. 1999. 8 1/2 x 11. 123 pp. \$59.95.

SHOP ONLINE.

Our Web site features more great titles like these:

The Library Internet Trainer's Toolkit

BY MICHAEL STEPHENS

ISBN 978-1-55570-415-5. 2001. 8 1/2 x 11. 223 pp. Book and CD-ROM. \$149.95.

Includes 12 PowerPoint presentations

Teaching Technology

A How-To-Do-It Manual for Librarians

BY D. SCOTT BRANDT

ISBN 978-1-55570-426-1. 2002. 8 1/2 x 11. 215 pp. \$65.00.

Internet Power Searching

The Advanced Manual, Second Edition

BY PHIL BRADLEY

ISBN 978-1-55570-447-6. 2002. 6 x 9. 256 pp. \$65.00.

Research and Information Skills

Learning to Learn

A Guide to Becoming Information Literate in the 21st Century, Second Edition

BY ANN MARLOW RIEDLING

Praise for the first edition:

"The book that many of us have been waiting for has arrived!...Highly recommended and much anticipated, I believe Learning to Learn will become a standard resource in many information literacy programs." Community and Junior College Libraries

"This is a practical guide for all librarians, but particularly for those teaching research skills." School Library Journal

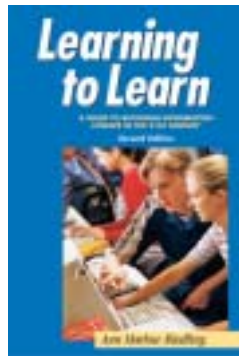
In today's world, students and workers need to know more than just how to "use" a computer or "surf" the Internet. As an educator, you assume the awesome responsibility of helping them master

essential information literacy skills to succeed in the high-speed environment in which we live. This step-by-step guide is the perfect tool to accomplish that task! It is designed to help students — from middle school through beginning college — move through the research process proficiently. Exercises reinforce the discussion using the individual student's unique ideas and interests. Students will learn how to:

- Locate the "right" information
- Use traditional and online libraries
- Evaluate and identify authoritative sources
- Cite sources properly
- Turn research papers into something that displays their own ideas and ingenuity

An all-new chapter covers intellectual property, copyright, and plagiarism.

ISBN 978-1-55570-556-5. 2006. 6 x 9. 160 pp. \$29.95.



NEW

The College Student's Research Companion

Fourth Edition

BY ARLENE RODDA QUARATIELLO

Praise for earlier editions:

"This text provides a solid basis for library research... recommended for public, junior high, high school, and academic libraries." ARBA

"Covers the entire research process...for individual or

classroom use." Reference and Research Book News

Most students faced with writing a research paper probably start at the same place — Google. This new, cutting-edge edition of the highly acclaimed *College Student's Research Companion* is designed to save your students from fruitless and random Web searching. With up-to-date guidance for utilizing both the library and the Internet (including Google), students will learn to easily and

effectively find the best information in all formats, print and electronic. Quaratiello begins with library organization basics, including how to use the OPAC, and moves through to the use of reference books, periodical indexes, online databases, and popular search engines and Web portals. She also covers how to evaluate information once it is found. Each chapter includes invaluable exercises that reinforce the instruction and guidance. Written in an easy, breezy style and filled with real-world examples, illustrative diagrams, and screen shots, this is the ideal text for teaching today's students.

ISBN 978-1-55570-588-6. 2007. 6 x 9. 168 pp. \$45.00.

Instructors: Adoption of *The College Student's Research Companion, 4th Edition* entitles you to a free set of exercises designed by the author to enhance and support instruction! Contact info@neal-schuman.com for more information.

Techniques for Student Research

A Comprehensive Guide to Using the Library

BY NANCY LANE, MARGARET CHISHOLM, AND CAROLYN MATEER

"Clear and straightforward style with an obvious focus on the practical 'how-to' side. Although intended to be used as a textbook, it can serve as a self-teaching guide to students." ARBA

"Comprehensive....The arrangement is clear....One of the best uses would be as a text for a semester-long library research class."

CHOICE

This essential guide gives students in-depth strategies for confident, efficient, and effective information searching and encompasses print and digital reference resources, including directories, biographical dictionaries, encyclopedias, dictionaries, thesauruses, atlases, and almanacs. Sections also cover online catalogs, CD-ROMs, and the Internet. Special features include charts listing prime reference sources of every kind keyed to typical student research needs; examples of common print and electronic entry formats for indexes, databases, and catalogs; and a unique appendix that offers hints for overcoming common problems in retrieving information from electronic sources.

ISBN 978-1-55570-367-7. 2000. 6 x 9. 277pp. \$39.95.



Using the Internet, Online Services, and CD-ROMs for Writing Research and Term Papers

Second Edition

EDITED BY CHARLES HARMON

"In addition to helping students write papers, this little book goes a long way toward helping with information literacy." MultiMedia Schools

"This book is one of the best." Voice of Youth Advocates

This revised, expanded edition of the acclaimed 1996 guide does for electronic resources what Turabian does for print. Valuable for both high school students and those entering college, this handbook explains how to use online library catalogs, the most commonly available indexes and databases (in print, CD-ROM, online, and Web-accessible formats), electronic



encyclopedias, Web search engines, and commercial online information services such as AOL. With note-taking tips (including electronic notes), printing from electronic resources, and Web browsing, this guide also includes a chapter on citing electronic

resources (using both APA and MLA styles) and two model research papers.

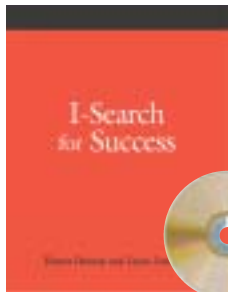
ISBN 978-1-55570-374-5. 2000. 6 x 9. 126 pp. \$49.95.

Information Literacy Instruction for Youth

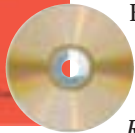
I-Search for Success

A How-To-Do-It Manual for Linking the I-Search Process with Standards, Assessment, and Evidence-Based Practice

BY DONNA DUNCAN AND LAURA LOCKHART



"Highly recommended for elementary and middle school media center libraries and teachers who are responsible for teaching information literacy." Library Journal



Building on the highly successful *I-Search, You Search, We All Learn to Research*, Duncan and

Lockhart's companion guide focuses on science, social studies, and other key content areas to help boost student achievement and test scores. In its 20 questions, this resource will help you teach students to develop research questions, locate and record information and findings, interpret, summarize and develop major points, list sources, write and present their reports, and more. Reading, writing, listening, and speaking standards are incorporated into every lesson to help students prepare for exams. A collaborative planning guide for teachers and librarians, student research journal for classroom use, sample standards-based I-Search unit, and PowerPoint presentation for collaborating with faculty and administrators, are reproduced on the CD-ROM for easy customization. If you're interested in integrating the I-Search approach into key content areas, this manual and CD-ROM give you a head start.

ISBN 978-1-55570-510-7. 2005. 8 1/2 x 11. 250 pp. Book and CD-ROM. \$75.00.

I-Search, You Search, We All Learn to Research

A How-To-Do-It Manual for Teaching Elementary-Level Students to Solve Information Problems

BY DONNA DUNCAN AND LAURA LOCKHART

This is the essential information you need to

help your elementary-level students develop critical thinking and information problem-solving skills. This unique manual adapts the innovative I-Search research process specifically for grades one through six. It includes a proven blueprint for helping students formulate questions leading them to personal discoveries, as well as strategies for teaching them how to turn discovery into information they can use.

ISBN 978-1-55570-381-3. 2000. 8 1/2 x 11. 159 pp. \$55.00.

Making the Writing and Research Connection with the I-Search Process

A How-To-Do-It Manual Second Edition

BY JULIE I. TALLMAN AND MARYLIN Z. JOYCE

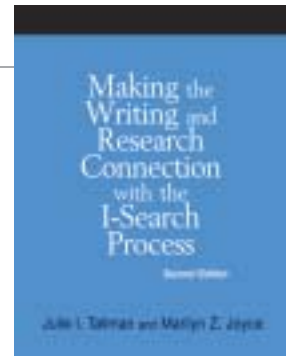
"The flexibility of this edition is particularly welcome, as it suggests how to apply the I-Search process to any area of education."

School Library Journal

Using the I-Search process, your middle grade and high school students will find new ways to enjoy the process of research. This innovative technique for creating research and term papers avoids the pitfalls and frustrations of traditional research methods by having students write in first person about the topics they're interested in. With step-by-

step clarity, this manual will help teachers and media specialists collaborate successfully to make the reading and writing connection click in their schools. Appendices provide sample questions, a time frame for keeping students on track, and student instructions for reading a chapter or magazine article for research purposes. Also includes two sample I-Search papers by students, a bibliography, and an index.

ISBN 978-1-55570-534-3. 2006. 8 1/2 x 11. 243 pp. \$55.00.



Teaching Library Media Skills in Grades K-6

A How-To-Do-It Manual

BY CAROLYN GARNER

Here's just the roadmap you need to teach elementary school children how to successfully navigate today's libraries. Complete with CD-ROM, this comprehensive guide provides grade-by-grade ready-to-teach lessons for introducing and reinforcing 12 essential learning objectives. Practical, fun, and challenging activities cover topics from learning library manners and the proper care of books to computer use and locating information from CDs and the Internet. Fully-illustrated worksheets are provided on the CD-ROM for easy replication and integration into class work.

ISBN 978-1-55570-464-3. 2004. 8 1/2 x 11. 347pp. Book and CD-ROM. \$65.00.



Designing Digital Literacy Programs with IM-PACT

Information Motivation, Purpose, Audience, Content and Techniques

BY RUTH SMALL

"An excellent book...highly recommended for school library media centers." Library Journal

When you teach students how to understand, evaluate, and integrate information in multiple, computer-delivered formats, you're teaching them the skills they need to succeed in the 21st century. With the strategies in this book, you can design digital literacy programs using the key components of IM-PACT: information motivation, purpose, audience, content, and technique. Noted educator Ruth Small shows you how to develop a teaching style that will keep students motivated, engaged, and ready to embrace the age of information. From needs assessments to collaborative planning, information literacy models to presentation methods, this essential guide includes everything you need to master the IM-PACT method.

ISBN 978-1-55570-505-3. 2004. 8 1/2 x 11. 243 pp. \$49.95.



Information Literacy Instruction for Youth

SHOP ONLINE.

Our Web site features more great titles like these:

Connecting Kids and the Web

A Handbook for Teaching Internet Use and Safety

BY ALLEN C. BENSON

ISBN 978-1-55570-460-5. 2003. 8 1/2 x 11. 355 pp. Book and CD-ROM. \$65.00.

The KidsClick!

Web Searching Skills Guide with CD-ROM

BY JERRY KUNTZ

ISBN 978-1-55570-396-7. 2001. 8 1/2 x 11. 123 pp. Book and CD-ROM. \$55.00.

Introducing the Internet to Young Learners

Ready-To-Go Activities and Lesson Plans

BY LINDA W. BRAUN

ISBN 978-1-55570-404-9. 2001. 8 1/2 x 11. 147 pp. \$45.00.

Neal-Schuman Authoritative Guide to Kids' Search Engines, Subject Directories, and Portals

BY KEN HAYCOCK, MICHELE DOBER, AND BARBARA EDWARDS

ISBN 978-1-55570-451-3. 2003. 8 1/2 x 11. 234 pp. \$55.00.

Teaching Information Skills Theory and Practice

BY JO WEBB AND CHRIS POWIS

ISBN 978-1-85604-513-1. 2005. 6 x 9. 240 pp. Hardcover. \$99.95.

The 21st Century Teachers' Guide to Recommended Internet Sites

BY MARVIN DIGEORGIO AND SYLVIA LESAGE

ISBN 978-1-55570-401-8. 2001. 6 x 9. 283 pp. Book and CD-ROM. \$59.95.

The Youth Cybrarian's Guide to Developing Instructional, Curriculum-Related, Summer Reading, and Recreational Programs

BY LISA CHAMPELLI

ISBN 978-1-55570-427-8. 2002. 8 1/2 x 11. 189 pp. \$55.00.

Developing an Information Literacy Program K-12

A How-To-Do-It Manual and CD-ROM Package, Second Edition

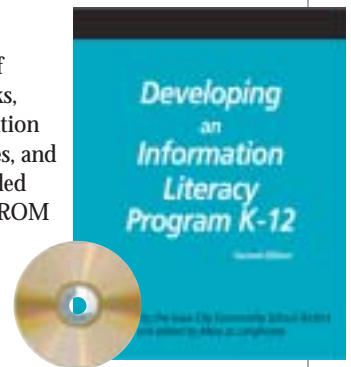
DEVELOPED BY THE IOWA CITY COMMUNITY SCHOOL DISTRICT, EDITED BY MARY JO LANGHORNE

"Highly recommended for teachers and school librarians teaching units of information literacy and for family literacy programs." *Library Journal*

Completely updated, this all-in-one resource offers directions for developing a successful information literacy program — and ready-to-go tools to implement it. With over 100 pages of model lesson plans and student worksheets, you'll find everything you need to teach an information literacy curriculum that is integrated with core subject areas, including essential skills such as keyword

searching, organization of materials, use of nonfiction books, notetaking, creation of bibliographies, and more. As an added bonus, the CD-ROM contains the forms, handouts, and transparencies needed to teach the lesson plans and units — formatted in Microsoft Word.

ISBN 978-1-55570-509-1. 2004. 8 1/2 x 11. 432 pp. Book and CD-ROM. \$89.95.



NEW

Teaching Media Literacy

A How-To-Do-It Manual

BY BELINHA S. DE ABREU

"Teachers, especially those reluctant to teach media literacy, need a practical guide like this one. De Abreu's lesson plans address both analysis and production, providing the building blocks of an authentic media education." From the Foreword by Barry Duncan



Television, radio, movies, magazines — information reaches kids through all formats. How can you help them develop the critical thinking skills to navigate

information in all its mediums? This unique how-to includes ready-to-use lessons for television, movies, photography and images, music and videos, and more. De Abreu provides curriculum connections to English/Language Arts, Science, Social Studies, and other core areas; tips for adapting the lessons for different grade and ability levels; a complete glossary of terms; and bibliographies of helpful print and electronic resources. The companion CD-ROM features all of the worksheets and lesson planning tools for easy replication or modification.

ISBN 978-1-55570-596-1. 2007. 8 1/2 x 11. 225 pp. Book and CD-ROM. \$59.95.

The Legal Advisor for Librarians, Educators, and Information Professionals Series

Edited by one of the nation's foremost experts on intellectual property law, here's a source of practical, readable information drawn from sound legal analysis on the most pressing legal issues affecting library and information organizations. Each book in the series thoroughly explains relevant laws, analyzes cases for their impact on everyday practice, contains question-and-answer sections that summarize the most important

principles, and contain model policy and/or other sample language readers can quickly utilize in their own institutions.

About the series editor: Tomas A. Lipinski, J.D., LL.M., Ph.D. is Associate Professor at the School of Information Studies, University of Wisconsin, Milwaukee. He teaches and speaks on aspects of information law and policy, specializing in copyright, privacy, and free speech.

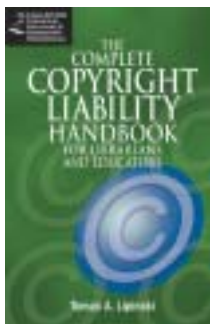
The Complete Copyright Liability Handbook for Librarians and Educators

BY TOMAS A. LIPINSKI

"Every librarian, educator, and information professional concerned with any aspect of copyright would want to own this reference book because it answers the burning questions surrounding the issue: What is the law? How does it affect us? How do we comply with the law and not be held at a disadvantage?" Journal of the Medical Library Association

"Covers in detail all the legal copyright issues that might arise in an academic setting." C&RL News

"The book is a crucial addition to any librarian's personal copyright library." Journal of Access Services



This must-have comprehensive guidebook covers copyright issues for Web sites, distance learning, circulating software, e-books, and more. It both explains and provides tools for managing institutional exposure for copyright risk-management and

covers: direct, contributory, and vicarious infringement, immunity, damage remission, notice provisions, and more. Tomas Lipinski offers his expertise on copyright liability issues specifically aimed at libraries and information centers. Current, practical, and authoritative, Lipinski includes discussions of the DMCA, TEACH Act, and other recent legislation as well as sample notices, policies, and audit tools.

ISBN 978-1-55570-532-9. 2006. 6 x 9. 413pp. \$125.00.

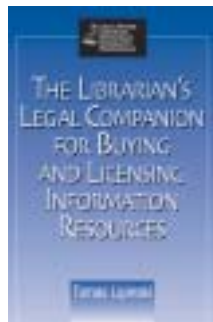
NEW

Librarian's Legal Companion for Buying and Licensing Information Resources

BY TOMAS A. LIPINSKI

Here is your go-to book for expert guidance in information acquisition including copyright and contract matters. Lipinski covers: basic fair trade and contract law concepts, contract formation, compliance, breach and remedy issues; developments in online and information contracting; and the advantages and disadvantages about licensing. You will find clear guidance on deciphering the legalese in agreements, advice on negotiating them like a pro, and detailed explanations of specific licenses — web-link, shrink-wrap, and others and a discussion of jurisdictional issues regarding online and information contracting. Lipinski features real-world cases involving the acquisitions process.

ISBN 978-1-55570-610-4. 2008. 6 x 9. 220 pp. \$75.00.



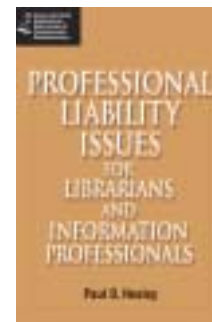
NEW

Professional Liability Issues for the Library and Information Professionals

BY PAUL S. HEALEY

In this clearly written and easy-to-understand guide, Healey explains the threat of potential liabilities, and most importantly, recommends how to avoid them. This vital guide clarifies how liability issues differ not only between institutions — public libraries, academic libraries, museums — but also between varying information related jobs like reference librarianship and cataloguing. The book's introduction covers basic issues — enforcement mechanisms, defenses to claims and more — and follows with specific theories — negligence, malpractice, defamation and material torts, and more. Also covered are potential sources of claims, and suggestions for actions to take should you be faced with one. Audits, checklists, and sample policies are included for those wishing to further enhance their knowledge concerning a top legal issue among today's information professionals.

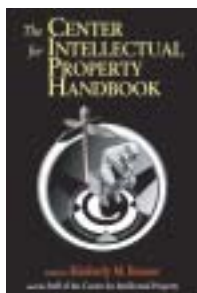
ISBN 978-1-55570-609-8. 2008. 6 x 9. 200 pp. \$85.00.



The Center for Intellectual Property Handbook

EDITED BY KIMBERLY M. BONNER AND THE STAFF OF THE CENTER FOR INTELLECTUAL PROPERTY

As more and more instructional material is delivered through the Internet, you have the awesome responsibility of informing patrons, faculty, and staff about the proper use of digital content on your campus networks. Where do you go for guidance? This comprehensive manual provides you with an overview of the policy and legal issues that need to be considered — as well as potential solutions — when meeting the various challenges posed by the networked campus. Edited by the staff of the University of Maryland's renowned Center for Intellectual Property — an organization dedicated to providing educational services in the field of copyright and higher education — the guide's nine subject-specific chapters cover topics including:



- Basic concepts of copyright law in the digital environment
- Allocating copyright ownership and avoiding ambiguity
- The impact of TEACH Act
- Electronic resources
- Fair use and licensing
- The Digital Millennium Copyright Act
- Digital Rights Management systems and their effect on institutions of higher education

Timely, authoritative, and exhaustive, this work is ideal as a reference tool for practitioners or as an introduction to issues for administrators, information professionals, librarians, and educators.

ISBN 978-1-55570-561-9. 2006. 6 x 9. 257 pp. \$85.00.

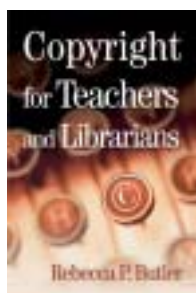
Copyright for Teachers and Librarians

BY REBECCA P. BUTLER

"If you've been looking for a thorough but easy-to-figure-out handbook on copyright law and how to do your job and stay legal, you may hereby shout, 'Eureka!'...indispensable."

School Library Journal

You bring print, electronic, and Web sources to life for your students and others every day. To make sure



NEW Technology and Copyright Law

A Guidebook for the Library, Research, and Teaching Professions, Second Edition

BY ARLENE BIELEFIELD AND LAWRENCE CHEESEMAN

"This is a high quality and useful work.... If one book is needed on copyright, this would be the one to purchase; it combines needed guidance on copyright law, technology, and licensing."

Doody's Book Review

"This book...provides practical resources such as sample copyright warning notices and photocopying policies." Computers in Libraries

"In a straightforward language, [this] second edition considers the past and future evolution of copyright legislation." American Libraries

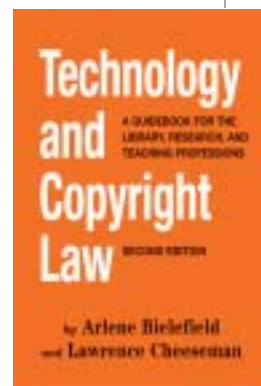
"Practical, easy to follow, and comprehensive... recommended for both public and university libraries." Catholic Library World, June 2007

Learn how to educate defensively and avoid accidents! In this updated version of Technology and Copyright Law the authors expand on new developments in the world of copyright, including those in the areas of legislation and case law. Special chapters

provide information on the law's enablement for those who work with the blind and physically handicapped and the use of copyrighted materials in distance education. Divided into four parts, this valuable resource covers topics that include:

- Existing law — what was its intention, how it developed, where it's going
- Guidance for making copyright decisions in day-to-day situations
- Electronic classroom and international copyright agreements
- Glossary of important terms and phrases and mandated words
- Lists of exclusive rights of copyright holders, as well as limitations on those rights.

ISBN 978-1-55570-570-1. 2007. 6 x 9. 257 pp. \$65.00.



you're staying legal at the same time, here's the one source you need to keep you out of trouble.

In this practical handbook, you'll find clear explanations of fair use, public domain, documentation and licenses, permissions, violations and penalties, policies and ethics codes, citation, creation and ownership, even how to register copyrights. Keep current on copyright considerations for traditional and non-traditional media, including the Web, television, videos and DVDs, computer software, music, distance education courses and material, as well as books, magazines, and journals. A Q&A section offers guidance about the often bewildering and complicated issues surrounding copyright law.

ISBN 978-1-55570-500-8. 2004. 6 x 9. 248 pp. \$59.95.

Copyright in Cyberspace 2

Questions and Answers for Librarians

BY GRETCHEN MCCORD HOFFMANN

"If one book is needed on copyright, this would be the one to purchase." Doody's Book Review

"This book...provides practical resources such as sample copyright warning notices and photocopying

policies." Computers in Libraries

"In a straightforward language, [this] second edition considers the past and future evolution of copyright legislation." American Libraries

"Practical, easy to follow, and comprehensive."

Catholic Library World, June 2007 You've been floating through cyberspace wondering if you are using and dispensing information legally. Worry, no more! Now, you have the answers at your fingertips. Written in an easy-to-understand question-and-answer format, this handbook provides the guidelines you need without

confusing technical jargon and legalese. Topics covered include: hyperlinks and framing, browsing and caching, digital images, interlibrary loan and resource sharing, e-reserves and class-based Web pages, library instruction, and distance education. New and expanded chapters feature information on the Digital Millennium Copyright Act, file-sharing, licensing, writing a copyright policy, and more.

ISBN 978-1-55570-517-6. 2005. 6 x 9. 275 pp. \$75.00.



Personnel and Staff Development

NEW

Managing Library Employees

A How-To-Do-It Manual

BY MARY J. STANLEY

A ready-to-use toolkit for the library HR manager!

Whether the HR function in your library is handled by an entire department, or a single individual, this nuts-and-bolts primer is a treasure trove of templates, forms, samples, and checklists that you can start using today.

Organized in a Q&A format for quick reference, the author asks the everyday questions that few other guides bother to address. How do you write a job description? What kinds of questions should I ask in the

interview? How should star employees be recognized? What are the most important elements in training staff? How do we handle a Reduction in Force? Every answer is specifically tailored to libraries' particular needs and circumstances.

From the basics of hiring and firing, training, evaluation, legal requirements, recruitment and retention — to hot topics like attracting minorities to librarianship, the “graying” of the library workforce, technologies useful for HR tasks, and more — this book gives you the full range of need-to-know information.



Particularly useful for students, new professionals, and occasional or “accidental” HR managers who need a reference to consult as issues arise, this book is the ideal go-to guide for quick, well informed

advice, useful summaries of the most important research and professional resources, and proven HR tools for every kind of library.

ISBN 978-1-55570-628-9. 2008. 8 1/2 x 11. 190 pp. \$59.95.

NEW

Managing Student Assistants

A How-To-Do-It Manual for Librarians

BY KIMBERLEY BURKE SWEETMAN

“Academic, public, and special libraries like museums and archives that employ students assistants should purchase this book. Highly recommended.”

Library Journal, Starred Review



Whether a volunteer, intern, work-study student, or part-time employee, students can be a valuable part of the library's staff. With their benefits, however, come unique challenges. Kimberly Burke Sweetman, a frequent

presenter of management workshops, shares practical guidance for making the most of students in your organization. She examines the basics: building the case for student workers in your library, designing the position, drafting the job description, and preparing for the hiring process; then walks you through advertising the position, recruiting the right candidates, and interviewing effectively. Here is the practical advice you need to recruit, hire, orient, and train student workers — as well as motivate and coach them appropriately to minimize turnover. This guide is filled with examples, checklists, forms, templates, and exercises.

ISBN 978-1-55570-581-7. 2007. 8 1/2 x 11. 105 pp. \$59.95.

The Neal-Schuman Directory of Public Library Job Descriptions

BY REBECCA BRUMLEY

“One of the best approaches to job descriptions I have ever seen...a must for any library.” ARBA

Whether you're fully staffed or growing, this comprehensive and authoritative handbook is the time-saving tool you need to build successful staffs for the future. Rebecca Brumley, author of the highly-praised *Public Library Manager's Forms, Policies, and Procedures Handbook*, returns with this new guide to public library job descriptions — featuring more than 150 job titles that address the full scope of public library functions. Culled from libraries across North America, each job description is reproduced in its entirety, including:

- General summary
- Skills and abilities
- Functions and responsibilities
- Experience and training
- Licensing requirements
- Knowledge and education

Each section of the book includes an overview of the job title, important considerations, and essential elements for inclusion.

Brumley covers the basics of composing job descriptions, including EEOC considerations, fact gathering, defining supervision, drafting job summaries, re-evaluating descriptions, and more. The companion CD-ROM reproduces all of the entries allowing easy modification to libraries' specific needs.

ISBN 978-1-55570-523-7. 2005. 8 1/2 x 11. 353 pp. Book and CD-ROM. \$125.00.



Staffing the Modern Library

A How-To-Do-It Manual

BY JOHN M. COHN AND ANN L. KELSEY

“A very fine work that should prove beneficial for most libraries.” Booklist

Is your library the same institution it was 10 years ago? Of course not, but the question is: how can you recruit, develop, and maintain an effective and adaptable staff that can meet the needs of your community? Cohn and Kelsey explore the changes that libraries have undergone since the advent of technology and the Web, and provide new personnel and organization strategies for libraries. They offer guidance on establishing a “lean” library organization, defining 21st century library competencies, developing competency-based job descriptions, accomplishing goals through staff development, utilizing outsourcing and insourcing, and planning multi-faceted strategies. Each chapter presents practical worksheets, tables, and tools for day-to-day use by administrators. Special sections on providing digital reference service, establishing an Internet presence, and developing a digital collection offer examples of how a book's concepts can be applied to some of today's most challenging and common scenarios. Library administrators seeking solutions for critical service issues their libraries face in the 21st century will want to keep this manual nearby.

ISBN 978-1-55570-511-4. 2005. 8 1/2 x 11. 105 pp. \$75.00.



Achieving Diversity

A How-To-Do-It Manual for Librarians



EDITED BY BARBARA I. DEWEY
AND LORETTA PARHAM

"A formidable contribution to the profession..."

Tarshel Beards, Program Coordinator,
Affirmative Action Office for Diversity

"Recommended for academic and public libraries."

Catholic Library World, June 2007

Barbara Dewey and Lorea

Parham join 50 leading librarians to explore one of the major issues facing the profession—diversity. With this innovative guide librarians can ensure that their services, staff and collections truly reflect our multicultural society. Chapters cover strategic planning, recruiting and retaining minorities, reaching out to new users, marketing to underrepresented populations, building collections for marginalized groups, overcoming the digital divide, assessment, and other important topics. The contributors provide library diversity plans, residency and intern job descriptions, recruitment materials, programming plans and documents, plus Web resources. With guidance drawn from real experience in public and academic libraries, this unique guide will help make diversity a reality in libraries.

ISBN 978-1-55570-554-1. 2006. 8 1/2 x 11. 245 pp. \$75.00.

Supervising Staff

A How-To-Do-It Manual for Librarians

BY MARCIA TROTTA

"For anyone who has been appointed to their first supervisory position or who is thinking of entering the library management field, this guide by an experienced library director is ideal...Excellent...Highly recommended." Library Journal



Are you a newly-promoted librarian or paraprofessional intimidated by the supervising process? Here is a comprehensive overview that covers the responsibilities and requirements of supervision, as well as some of the basic and the best tools for managing effectively. This how-to answers your new questions about:

- Creating work teams
- Managing projects
- Providing ongoing staff training
- Personnel and staffing issues
- Mentoring

This is an essential tool illustrated with real-world examples and valuable checklists, forms, and other resources. Trotta also offers valuable guidance and suggestions for supervising volunteers.

ISBN 978-1-55570-524-4. 2006. 8 1/2 x 11. 175 pp. \$59.95.

Performance Management and Appraisal

A How-To-Do-It Manual for Librarians

BY G. EDWARD EVANS

"Managers wanting to improve their workplace will want to study this new manual." Booklist

Management expert Ed Evans eliminates the performance appraisal jitters and shows you how to make the most out of evaluations and reviews. Chapters cover standards and methods for appraisal, delivering reports, methods ranking and scaling, outcome oriented appraisals, legal concerns, assessing teams and committees, and mentoring and coaching staff. A companion CD-ROM contains multiple, carefully selected appraisal forms from public, school, and academic libraries and instructions for raters, available as both Microsoft Word and PDF files. Chock-full of tips, tables, checklists, bulleted points, and useful forms, this practical guide should be on every manager's desk.



ISBN 978-1-55570-498-8. 2004. 8 1/2 x 11. 293 pp. Book and CD-ROM. \$75.00.

Resume Writing Techniques that Work

A How-To-Do-It Manual for Librarians

BY ROBERT NEWLEN

"A practical resource written with style and wit and filled with practical tips...this well-organized resource should prove valuable for any librarian looking for that first or next job." Booklist

Starting a career as a librarian, moving, or looking for a new job? Newlen offers this brand new, comprehensive resource as a guide to get you through every step of landing the ideal library job. This practical how-to outlines three basic types of resumes and provides a nine-step process for creating one — including worksheets and samples for each step. Detailed guidance for authoring attention-grabbing cover letters, the most important part of any application package, will help you capture that administrator's attention and get your resume and application read. This practical and effective guide covers:

- Dressing for success
- Mapping out a strategy for navigating the interview process by researching organizations
- Developing questions to ask interviewers
- Etiquette
- Rehearsing

MANAGEMENT AND COMMUNICATION

Personnel and Staff Development

- Speaking about yourself
- Following up and more

With over 50 pages of successful sample resumes, this all-in-one resource is sure to help you move closer to your next library job.

ISBN 978-1-55570-538-1. 2006. 8 1/2 x 11. 206 pp. \$55.00.



Developing Academic Library Staff for Future Success

EDITED BY MARGARET OLDROYD

"A thoughtfully reasoned and presented expert resource." Library Bookwatch

This text looks at the place of staff development in the current and future strategic management of academic libraries. It highlights how roles are changing and evaluates the implications of this for skill needs and development routes. Chapters cover human

resources, rethinking professional competence for the networked environment, developing academic library managers of the future, the academic librarian as learning facilitator, library support staff, flexible workforce, collaborative staff development, and more.

ISBN 978-1-85604-478-3. 2004. 6 x 9. 192 pp. \$95.00.



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Hiring Library Employees

A How-To-Do-It Manual

BY RICHARD E. RUBIN

ISBN 978-1-55570-159-8. 1993. 8 1/2 x 11. 209 pp. \$55.00.

Preparing Staff to Serve Patrons with Disabilities

A How-To-Do-It Manual for Librarians

BY COURTNEY DEINES-JONES AND
CONNIE VAN FLEET

ISBN 978-1-55570-234-2. 1995. 8 1/2 x 11. 218 pp. \$59.95.

Recruiting and Managing Volunteers in Libraries

A How-To-Do-It Manual for Librarians

BY BONNIE F. MCCUNE AND
CHARLESZINE "TERRY" NELSON

ISBN 978-1-55570-204-5. 1995. 8 1/2 x 11. 209 pp. \$55.00.

Successful Staff Development

A How-To-Do-It Manual

BY MARCIA TROTTA

ISBN 978-1-55570-180-2. 1995. 8 1/2 x 11. 112 pp. \$59.95.

Facilities and Buildings

NEW

Libraries Designed for Kids

BY NOLAN LUSHINGTON



Bricks, mortar, memories, and magic! Create children's and YA spaces that work and welcome youth into the world of knowledge.

Get the "inside story" on creating those special spaces in your library that

promote and encourage children's and young adult's curiosity, learning, and reading —

and support their lifelong love of books and information.

Nolan Lushington — expert library design consultant — covers the complete planning process from concept to "grand opening." He takes you from the technical aspects of design and construction, to the finer points of lighting, acoustics, furnishings, equipment, and multimedia areas, storywells, YA spaces, and more. Whether you're a children's or YA librarian, library director, school facilities planner or architect, you'll discover valuable, practical tips and insights to help you create that inviting environment called the library.

ISBN 978-1-55570-631-9. 2008. 8 1/2 x 11. 150 pp. \$85.00.

The Neal-Schuman Electronic Classroom Handbook

BY LISA JANICKE HINCHLIFFE

In this comprehensive handbook you'll receive a wealth of practical information and solutions for the planning and managing of an electronic learning environment, including: design and equipment, licensing, funding, teaching, and evaluation. This



complete resource includes diagrams, technical specifications, regulations, standards, worksheets, policies and guidelines, and much more!

ISBN 978-1-55570-407-0. 2001. 6 x 9. 237 pp. \$75.00.

Running a Small Library

A How-To-Do-It-Manual

EDITED BY JOHN MOORMAN

"Written for librarians, paraprofessionals and volunteers...this manual provides very basic explanations and advice. Whether the reader is a new librarian or an experienced [one] this manual should prove useful." Booklist

Being a solo librarian or managing with a small staff can be a massive challenge. This unique "how-to" is written from the perspective of the small library and its particular challenges and constraints.

Tasks ranging from programming and outreach to cataloging and circulation are all part of the job, and Moorman's advice about how to approach this multi-tasking deluge is brilliant. A resource



section is included listing furniture, automation, book/periodical vendors, listservs and discussion groups, professional organizations, and more. Whether you are in a small academic, public, school, or special library, you will want this unique manual by your side.

ISBN 978-1-55570-549-7. 2006. 8 1/2 x 11. 336 pp. \$59.95.

Libraries Designed for Users

A 21st Century Guide

BY NOLAN LUSHINGTON

"I recommend this book to any academic library manager planning a construction project." JAL

"If I had to choose just one resource to consult, Lushington would get my vote." Public Libraries

Thinking about building a new library or renovating an existing facility? Nolan Lushington shows you how library facilities can be successfully planned, designed, or remodeled



with multilingual services, coffeehouse areas, late night services, multimedia programs, outdoor facilities, daycare programs, electronic classrooms, art galleries, teen centers, and more. He also provides a directory of resources for the latest equipment and supplies. Actual plans, sketches, budgets, proposals, forms, and blueprints for renovations and new facilities are included in this invaluable and comprehensive 21st century guide.

ISBN 978-1-55570-419-3. 2002. 8 1/2 x 11. 247 pp. \$110.00.

Learn... Grow... Succeed!

If you and your library colleagues are looking for better opportunities to learn from the profession's leading practitioners and thinkers, the new Neal-Schuman Professional Education Network (NS PEN) is precisely the kind of growth opportunity you've wanted.

50+ audio and web-based seminars and workshops

- Developed by librarians for librarians
- Designed to accommodate your schedule
- Available for one affordable fee per location

Learn more and register at www.neal-schumanPEN.com



Disaster Planning

A How-To-Do-It-Manual with Planning
Templates on CD-ROM

BY DEBORAH HALSTEAD, RICHARD JASPER, AND
FELICIA LITTLE

"Any librarian at just about any size institution could pick up this book and design a disaster plan... This book should be on the shelf of every librarian who is involved with any sort of disaster planning at their institution." Doody's Book Review

Written by experienced librarians who know because they've recovered from disasters, this important how-to helps librarians prepare for hurricanes, computer hackers, earthquakes, explosions, fires, floods, terrorist attacks, and other events too awesome to contemplate. *Disaster Planning* shows you how to:

- Create a working disaster team
- Establish a communications strategy
- Develop response plans

Identify the proper relief/recovery agencies for your library The companion CD-ROM is full of tools you can use, including: sample disaster plans, a downloadable and customizable template for creating your own disaster plan, links to disaster planning Web sites, a comprehensive directory of electronic resources and planning aids, and a disaster planning database with links to national agencies.

No library, museum or archive — small or large — should be without this preparedness guide.

ISBN 978-1-55570-486-5. 2005. 8 1/2 x 11. 265 pp.
Book and CD-ROM. \$85.00.



The Information Commons Handbook

BY DONALD ROBERT BEAGLE WITH
CONTRIBUTIONS BY DONALD RUSSELL BAILEY
AND BARBARA TIERNEY

"A great deal of information here from a knowledgeable IC expert...recommended for all librarians, library directors, library science faculty, and students with a keen interest in this timely issue." Library Journal, Starred Review

"Notable for its detailed examples and supportive figures, notes, and citations, this is an important tool that contributes greatly to the field." Booklist

"Information Commons" often refers to the theoretical production, sharing, and democratic discussion of information that is afforded by new technologies. It also refers to the physical manifestation of this concept — new facilities that bring together researchers, instructors, students, teachers, and users into one space and equip them with technology

(computers, projectors, Internet) and facilities (workstations, conference and class rooms, print stations) for success. In this comprehensive guidebook, Beagle helps academic, public, and school librarians create new spaces that encourage research,

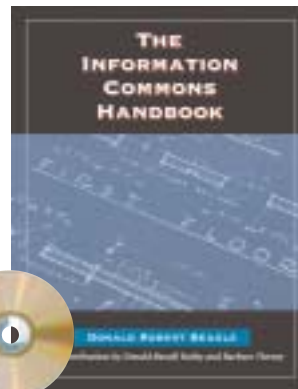
discovery, instruction, and learning and meld the traditional research library with the latest technology. This comprehensive handbook guides librarians through:

- Space planning, budgeting, and technology set-up
- Service modification, staff reallocation, and training
- Assessment, improvement, and modification of services and facilities
- Publicity and marketing of the new commons

Descriptions, photographs, and plans from information commons of various types and sizes are included. The companion CD-ROM features model plans from various institutions and working documents from successful information commons projects. Grounded in the theory of information commons, this forward-looking handbook will transform traditional

spaces and redefine library service models for the information age.

ISBN 978-1-55570-562-6. 2006. 8 1/2 x 11. 247 pp.
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Information Research, Volume 11 Number 4 2006

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ISBN 978-1-55570-553-4. 2005.
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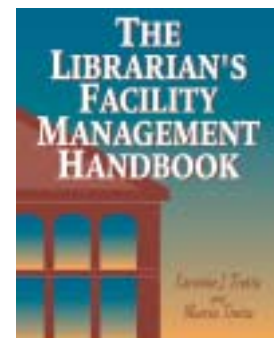
ISBN 978-1-85604-616-9. 2008. 6 x 9. 192pp. Hardback. \$115.00.

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Keep your library information center functioning to its greatest potential with this unique handbook written by a library manager and experienced facilities manager. Chapters cover facilities-planning and evaluation, security and safety, lighting, climate control, parking and accessibility, maintenance and repairs, contracts, bidding, and record-keeping.

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Beyond the Basics

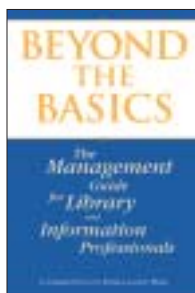
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BY G. EDWARD EVANS AND PATRICIA LAYZEL WARD

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"New managers are busy, but if they want to do their job well, they should make time to read this text for a basic foundation." *Library Journal*

Beyond the Basics is both a practical hands-on guide and an exceptionally well-researched examination of today's results-oriented library management strategies. Evans and Layzell Ward look at how external forces as diverse as globalization, OCLC's recent marketing decisions, mergers of specialist software houses, new document delivery services, and the growth of electronic archives and virtual libraries affect libraries, and how library managers can respond. The ways that all of this change influences communications and work patterns between library colleagues, long- and short-term planning, and organizational models are examined from various angles. New developments are considered both in the collaboration among and the competition between the public and private information delivery services. Password-protected access to the book's own continually updated Web site is also included in the price. ISBN 978-1-55570-476-6. 2003. 6 x 9. 325 pp. \$65.00.

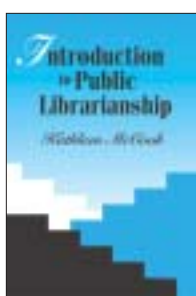


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ISBN 978-1-55570-475-9. 2004. 6 x 9. 406 pp. \$59.95.

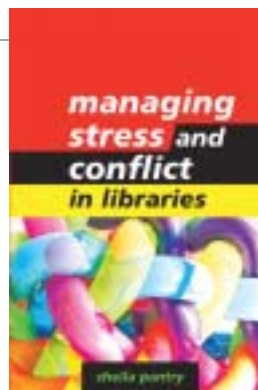
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Second Edition

BY PETER BROPHY

This authoritative textbook provides a comprehensive overview of the academic library in the 21st Century. Coverage focuses on the role of the library in academia, organizational culture, technology, users, management of staff and collections, collection development, access, facilities, systems and networks, and special services. An indispensable introduction to the range of issues facing academic libraries, this is an essential for new information professionals and LIS students.

ISBN 978-1-85604-527-8. 2005. 6 x 9. 256 pp. \$85.00.



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ISBN 978-1-55570-397-4. 2000. 8 1/2 x 11. 390 pp. \$85.00.

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Allan offers in-depth guidance on project management for librarians working alone and for those working in large organizations. Topics covered include project life cycle and analysis, planning, implementation, evaluation, and dissemination, finance, personnel, partnerships, and more.

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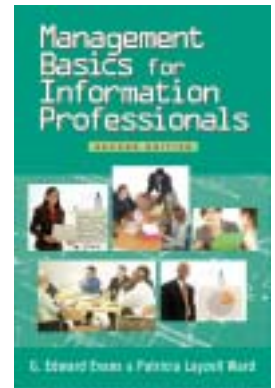
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Reference & User Services Quarterly

Completely revised and expanded to reflect the rapidly changing sphere of information services, this comprehensive introduction to the management of libraries builds the basic skills good library managers must exercise. The authors offer an authoritative approach on the fundamental concepts of management while recognizing the diverse needs of different operating environments. This edition features two new chapters — Managing Diversity and Career Development — and is kept up to current by material housed on the Web. Drawing from examples of successful leadership techniques from a variety of services such as archives, information brokers, libraries, records managements and more, this book demonstrates the most effective ways to plan, delegate, make decisions, communicate, and lead a team. Equal emphasis is placed on personal, fiscal, and technological issues, as well as a look at what the future may hold for incoming managers. A practical, up-to-date introduction to library management, here is a text that will appeal to LIS educators, new and experienced libraries in management positions, students, and anyone wishing to acquire a sound knowledge of both the theory and practice of management within the changing information workforce.

ISBN 978-1-55570-586-2. 2007. 6 x 9. 575 pp. \$65.00.

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information science students and professionals will find the background and concepts they need to meet today's — and tomorrow's — challenges.

TABLE OF CONTENTS

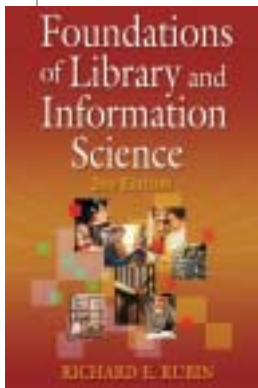
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 - 2 Information Science: A Service Perspective
 - 3 Redefining the Library: The Impacts and Implications of Technological Change
 - 4 Information Policy: Stakeholders and Agendas
 - 5 Information Policy as Library Policy: Intellectual Freedom
 - 6 Information Organization: Issues and Techniques
 - 7 From Past to Present: The Library's Mission and Its Values
 - 8 Ethics and Standards: Professional Practices in Library and Information Science
 - 9 The Library as Institution: An Organizational View
 - 10 Librarianship: An Evolving Profession
- ISBN 978-1-55570-518-3. 2004. 6 x 9. 581 pp. \$65.00.

"Rubin's book will for now be the textbook for MLIS foundations courses...As Victorian travelers once carried Baedekers, MLIS students will now carry their Rubins."

Journal for the American Society of Information Science

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library of the future, along with invaluable advice for how librarians can prepare themselves to meet the needs of their patrons in the years to come.

ISBN 978-1-85604-595-7. 2008. 6 x 9. 256 pp. \$99.95.



Protecting Library Staff, Users, Collections, and Facilities

A How-To-Do-It Manual for Librarians

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- Information resources and services
- Information organization and access
- Library and information users and society
- Library technologies
- Library and information management
- LIS education and training

ISBN 978-1-85604-617-6. 2007. 320pp. paperback. \$115.00.

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Here is the basic primer library and information service professionals need to face today's multiple challenges. This unique guide introduces and applies the latest administrative concepts to the practices of librarianship, including organizational structure,

human resources management, marketing and user relationships, quality control, financial and resource allocation, strategic planning, and more.

ISBN 978-1-85604-515-5. 2004. 6 x 9. 242 pp. \$79.95.



Managing Outsourcing in Library and Information Services

BY SHEILA PANTRY AND PETER GRIFFITHS

Pantry and Griffiths outline the advantages and disadvantages of outsourcing and guide readers through the decision making process. Step-by-step guidance is provided for selecting a supplier, negotiating the agreement, writing the contract, keeping service on target, dealing with problems and service failures, and maintaining satisfaction.

ISBN 978-1-85604-543-8. 2004. 6 x 9. 192 pp. \$79.95.



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The Australian Library Journal, November 2006

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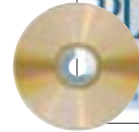
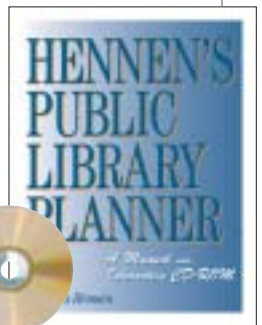
development budgeting, governance and administration, electronic services, collection development, technology, access, facilities, and personnel and staffing.

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help evaluate the

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ISBN 978-1-55570-487-2. 2004. 8 1/2 x 11. 419 pp. Book and CD-ROM. \$125.00.



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Running a library takes teamwork and here is the guidance you need to get your team in shape. Moving beyond management theories to practical, proven applications, Allan helps supervisors motivate groups, communicate confidently, delegate and monitor employees, assess progress, provide feedback, manage difficult situation, offer training and development, and earn support and respect as a leader. With illustrative examples and scenarios from every area of library and information management, this is a useful management resource for anyone leading a team.

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Breaking Virtual Ground

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Policies & Procedures

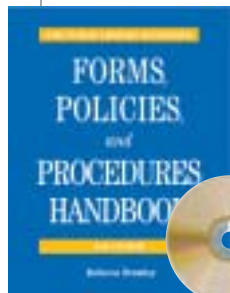
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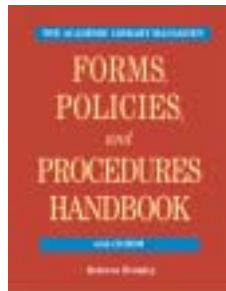
Library Journal, Starred Review



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ISBN 978-1-55570-488-9. 2004. 8 1/2 x 11. 300 pp. Book and CD-ROM. \$125.00.



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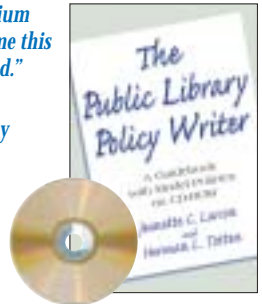
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Library Journal

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Library policy experts Jeanette Larson and Herman Toften return with this new guide addressing today's hot-button issues — the PATRIOT Act, fair labor standards, disaster planning, CIPA, virtual reference services, wireless networks — and the timeless topics that require official responses. In addition to explaining the importance of policies and the fundamentals of their creation, Larson and Toften analyze and offer model policies for over 65 crucial areas, including:

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- Reference and information services
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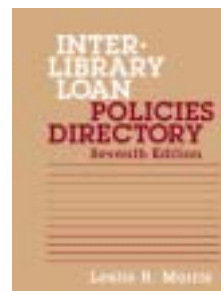
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foreign libraries will loan. Completely updated and expanded lists index libraries that loan government documents, periodicals, and microfilms;

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ISBN 978-1-55570-423-0. 2002. 8 1/2 x 11. 1,275 pp. \$225.00.

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"Highly recommended for all libraries as library school students, new managers, directors, and board members would benefit." *Library Journal*



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A How-To-Do-It Manual
BY RICHARD B. HALL
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- A detailed section explaining how you should follow up on your submission, partner with outside organizations, and implement and evaluate the project when your funding is approved.

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25 Proven Ways to Get More Money for Your Library

BY JAMES SWAN

"This resource can be described in one word — indispensable" *Booklist*

Anyone who wants to raise extra money for a library must have this book! Swan presents the great principles of fundraising by bringing into focus and clearly illustrating 25 proven techniques you can put to work for your library today. Learn about the psychology of sales, the keys to active and passive fundraising and the ways to determine which moneymaking process best fits your current need. Topics include matching donors with funding opportunities, conducting auctions, soliciting donations on the Internet, lobbying legislatures, managing direct-mail campaigns, applying for grants, soliciting memorial gifts, and more.

ISBN 978-1-55570-433-9. 2002. 6 x 9. 411 pp. \$75.00.



Raising Funds with Friends Groups

A How-To-Do-It Manual for Librarians

BY MARK Y. HERRING

"Herring's book can be used by all libraries... Recommended." *Library Journal*

Here is everything you and your library need to make the most of their friends group — or to start a viable and active new group. Friends group expert Mark Herring offers step-by-step advice for how public and academic libraries can capitalize on this important asset, including establishing and organizing a steering committee, marketing and public relations, advocacy, and special events programming. Special sections focus on feasibility studies, establishing perpetual programs and legacy gifts, and establishing and utilizing a Friends' Web site for fundraising.

ISBN 978-1-55570-484-1. 2004. 8 1/2 x 11. 167 pp. \$55.00.

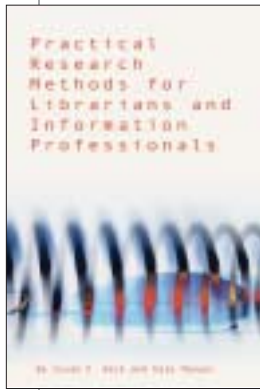


Statistics & User Studies

NEW

Practical Research Methods for Librarians and Information Professionals

BY SUSAN E. BECK AND KATE MANUEL



Library and information professionals are increasingly called upon to justify budgets, services, programs — sometimes even our very existence. This very practical and clear guide offers step-by-step guidance for using traditional research methods to

help improve, validate, and ultimately advance the day-to-day work and purpose of libraries. Beck and Manuel's straight-forward and understandable approach shows how different methodologies — focus groups,

usability tests, action research, transaction analysis, bibliometrics — can be used to evaluate and enhance library functions, including:

- Reference interviews
- Programming
- Collection and resource
- Workflow evaluation
- Web site design and usage
- ...and more

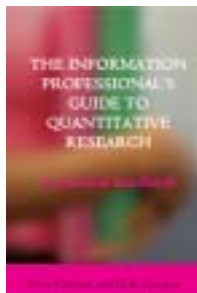
Each chapter outlines a particular methodology's process, including: selecting the research topic, formulating questions, defining the population, gathering data, interpreting evidence, and telling the story. Specific advice for navigating legal and ethical concerns, avoiding incorrect inferences, overcoming communication obstacles, and working with institutional review boards is also included. This is an easy-to-use guide for practitioners and an essential introduction for library school students.

ISBN 978-1-55570-591-6. 2008. 6 x 9. 306 pp. \$65.00.

The Information Professional's Guide to Quantitative Research

A Practical Handbook

BY PETER CLAYTON AND G.E. GORMAN



There is a long tradition of quantitative analysis in the information profession, but even the most seasoned professionals often find research design, execution, and evaluation intimidating. This companion volume to the authors' successful and highly-praised *Qualitative Research for the Information*

Professional makes quantitative methods understandable and manageable. From research design to statistics, data evaluation to reporting, every phase of the process is covered. Additional chapters explore survey and experimental methodologies, the importance of relevant prior work, sample selection, adherence to method, and more. There is even guidance for studying data gathered from electronic resources. Each chapter includes focus questions, an introduction to the subject matter, clear explanations of complex issues, and relevant scenarios.

ISBN 978-1-85604-473-8. 2007. 6 x 9. 288 pp. Hardcover \$95.00.

Qualitative Research for the Information Professional

A Practical Handbook, Second Edition

BY G. E. GORMAN AND PETER CLAYTON

"Librarians looking to brush up on their research skills will want to check out this second edition."

American Libraries



In recent years, qualitative methodologies have been attracting significant and growing interest as research tools. Gorman and Clayton provide an integrated manual on how to conduct qualitative research in the library and information setting. This new edition covers

the nature of qualitative research, study design, formulating the research plan, interview and focus group techniques, historical investigation, research software and applications, analysis and interpretation, reporting, and evaluation.

ISBN 978-1-85604-472-1. 2004. 6 x 9. 304 pp. Hardcover. \$95.00.

NEW

Using Benchmarking, Needs Assessment, Quality Improvement, Outcome Measurement, and Library Standards

A How-To-Do-It Manual

BY ROSALIND FARNAM DUDDEN

Evaluation tools are an essential part of improving service and proving the library's value. This easy-to-understand how-to outlines the use of five of the most important and popular methods of evaluation:

- Needs assessments
- Benchmarking
- Performance improvements
- Library standards
- Outcome measures



Each chapter includes step-by-step guidance for defining goals, staffing the project, developing a timeline, collecting data, analyzing findings, and sharing results. The five different methods are illustrated with real-world examples, showing what libraries evaluated and how findings helped change their organization. Invaluable managerial tools, including checklists, forms, worksheets, and more — all reproducible from the CD-ROM — help you implement the methods easily and effectively. Managers in all types of libraries will find this an informative and practical resource for improving their organization.

ISBN 978-1-55570-604-3. 2007. 8 1/2 x 11. 464 pp. Book and CD-ROM. \$85.00.

Evaluating the Impact of Your Library

The Quest for Evidence

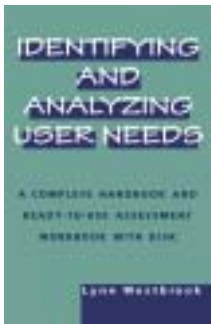
"The book will be useful and no doubt referred to time and time again by library or information services managers."

Journal of the Medical Library Association, April 2007

BY SHARON MARKLESS AND DAVID STREATFIELD

This book addresses a major issue for library and information service managers — assessing the impact of services. All types of libraries and information services have traditionally collected a range of performance information that can tell managers something about the efficiency of those services. What is now required is better information about the effectiveness of services, that is about the impact of services on users, including remote ones. The core chapters of this book take the reader through a rigorously-tested process model for impact assessment backed by tools and examples to equip managers with all that they need to address their own service impact questions. Other chapters include evidence, impact, planning, objectives and success criteria, activities and process indicators, collecting evidence, benchmarking, and more.

ISBN 978-1-85604-488-2. 2006. 6 x 9. 224 pp. \$99.95.



Identifying and Analyzing User Needs

A Complete Handbook and Ready-To-Use Assessment Workbook with Disk

BY LYNN WESTBROOK

Here, in one handbook, are the essential theories, tools, and techniques library managers need to create a

structured, planned, and well-executed assessment of user needs. Westbrook balances sound theory with practical applications for each phase: planning, research methods, data gathering, analysis, and action. Includes examples of successful studies from public, school, and academic libraries.

ISBN 978-1-55570-388-2. 2000. 6 x 9. 307 pp. Book and 3.5 inch Disk: \$79.95.

NEW

Research Methods in Information

BY ALISON PACKARD



This unique new handbook guides those in the library, information, and communications fields through the options and possibilities open to them under the heading "research": everything from discovering and reporting the use and value of a particular

service to designing a project to secure tenure, or even embarking on a dissertation. Coverage includes developing and justifying research questions, establishing aims and objectives, creating a proposal, determining methods and strategies, data collection, analysis, presenting results, and more. Each chapter features examples and exercises that reinforce the text and guidelines that keep readers on track.

ISBN 978-1-85604-545-2. 2007. 6 x 9. 336 pp. \$99.95.

Collecting and Using Public Library Statistics

A How-To-Do-It Manual

BY MARK SMITH

Statistics — when collected properly and presented effectively — can be an invaluable tool for improving community relations, library service, and funding. Librarians can turn to this manual to find hands-on methods for collecting and using statistics, learn painless ways to collect data, even with a small staff, incorporate data analysis into management decisions, and use statistics as a publicity and information tool.

ISBN 978-1-55570-206-9. 1995. 8 1/2 X 11. 177 pp. \$65.00.

E-Metrics for Library and Information Professionals

How to Use Data for Managing and Evaluating Electronic Resource Collections

BY ANDREW WHITE AND ERIC DJIVA KAMAL

"Librarians love statistics — well, most librarians. Others hate working with statistics, especially when it comes to electronic resources. If you fall into either one of these camps, then this book is for you."

Technicalities

"...Serves as a useful, state-of-the-art library e-metrics textbook...[It] belongs in all good library and information science collections."

Technical Services Quarterly, 2007

"To intelligently manage libraries in the digital age, e-metrics are essential. This clearly written and highly practical book is recommended for librarians and administrators concerned with electronic resource management." *Journal of Access Services*

"With its coherent structure, well-articulated language, and illustrative material (tables, figures, and examples), this book has much to recommend it...an important resource for all librarians and information professionals." *Booklist*

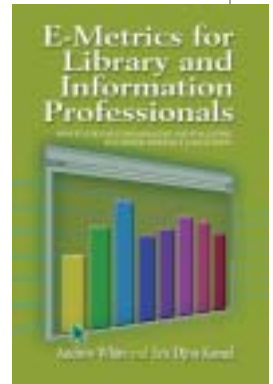
Is your library squeezing every dollar's-worth out of that expensive database? Should you renew your subscription to that pricey e-journal? Are your indexes serving your users? The questions keep getting tougher. The answers have seemed illusive — until

now! In this user-friendly guide, White and Kamal show you how to utilize e-metrics to measure library performance and value in the digital age. You will learn how to effectively use the electronic data captured from various network activities to manage library collections, budgets, and services. Using e-metrics, the authors show you how to identify:

- Underused digital resources
- Strategies for better collection management and development
- Virtual patron behavior patterns

They offer real-world examples to demonstrate how to develop a locally-established library e-metric system and apply it with vendor usage statistics to critical collection management and financial decisions. Includes more than 100 forms, charts, and graphs you can model for assessing your own collection's use.

ISBN 978-1-55570-514-5. 2005. 6 x 9. 255 pp. \$75.00.



Measuring Library Performance

Principles and Techniques

BY PETER BROPHY

"Written in no-nonsense terms readily accessible by librarians and information services personnel of all skill and experience levels."

The Midwest Book Review, April 2007

Measuring library performance requires multiple perspectives and various methods of evaluation. Brophy's innovative approach ensures that user's opinions, economic factors, and staff input are all taken into account. He demonstrates how both traditional and electronic services can be evaluated and helps professionals learn to gather data; quantify outputs; evaluate systems; and utilize benchmark, standards, and balanced scorecard methods of evaluation. There is also advice for leveraging findings for staff training and development. With a start-to-finish approach, this manual will help you evaluate and improve your library effectively.

ISBN 978-1-85604-593-3. 2006. 6 x 9. 256 pp. Hardcover. \$99.95.

NEW

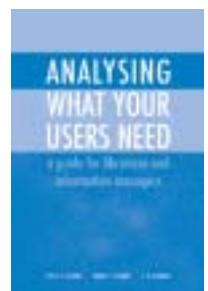
Analysing What Your Users Need

Guide for Librarians and Information Managers

BY PHILIP CALVERT, DANIEL DORNER, AND G.E. GORMAN

Understanding your users' information needs is essential to providing effective services and building appropriate collections, but the challenge of conducting a research study may prove too intimidating. Here's a step-by-step guide specifically tailored for librarians and other information professionals to develop and execute an information needs analysis. Authors Cavert, Dorner, and Gorman show you how to plan and develop studies, gather and analyze information, and implement changes based on your findings. Filled with activities, illustrative examples, and helpful reading lists, librarians will find much of value in this hands-on, jargon-free approach to better serving users.

ISBN 978-1-85604-484-4. 2008. 6 x 9. 256 pp. \$95.00.



Advocacy, Communications, & Public Relations

Library Marketing that Works!



BY SUZANNE WALTERS
"An expertly written guide to promotion, fundraising, public relations, community building, and more especially for libraries." *Library Bookwatch*

"Walters includes instructive examples of library success stories, sample plans, and a CD-ROM with a

one-day workshop presentation." *American Libraries*

Marketing expert Suzanne Walters helps you develop a winning plan for marketing library programs and services to your community. Her easy-to-complete brainstorming sheets

and questionnaires help your library:

- Create a solid mission statement
- Conduct a SWOT analysis
- Perform market research
- Draft plans and campaigns

This book de-mystifies marketing and helps you utilize listservs and Web sites, contact databases, stakeholders and donors, and community partners to get your mission accomplished. Loaded with success stories, this book combines practical guidance with ready-to-use ideas. The companion CD-ROM contains all the forms and tools your team will need to create a complete marketing plan for your library.

ISBN 978-1-55570-473-5. 2004. 8 1/2 x 11. 257 pp. Book and CD-ROM. \$75.00.

hold library cards. It can happen, and this manual shows you how. You'll want to take full advantage of the materials included, such as sample brochures, press kits, ads, handouts, strategic plans, budget outlines, meeting minutes, and more to help you jump-start your card campaign.

ISBN 978-1-55570-438-4. 2002. 8 1/2 x 11. 221 pp. \$55.00.

Library Public Relations, Promotions, and Communications

A How-To-Do-It Manual Second Edition

BY LISA A. WOLFE

"Ideas on putting together a communications plan, creating clear signage and print products, effectively using a library's Web site, and communicating during a crisis will be helpful for all types of libraries and positions... Comprehensive." *Booklist*



The second edition of PR powerhouse Lisa Wolfe's guide gives you solid publicity, positioning, and promotional wisdom. The guide's five new chapters:

"Positioning Libraries in the 21st Century", "Brand-building for Libraries", "Using Technology as a PR Tool", "Creative Effective Web Communications", and "Planning for Crisis Communications" provide sweeping new ideas to address your most significant PR challenges and opportunities. Each chapter offers proven ideas and step-by-step guidance to help you make a measurable difference:

- Positioning your library with respect to policy issues, funding programs, and technological opportunities
- Developing your PR plan
- Building your library's brand identity and defining your library's key messages
- Using the Web, traditional media, and library-developed marketing materials to tell your story
- Creating buzz and word-of-mouth coverage
- Building crisis communications plans and evaluating and re-tooling your PR program

You'll use this book's sample PR materials (including event plans, newsletters, brochures, Web pages, press releases, and more) along with its lists of online publicity services as well as state and national networking opportunities to create successful PR strategies and programs for your library.

ISBN 978-1-55570-471-1. 2005. 8 1/2 x 11. 326 pp. \$65.00.

Public Relations for School Library Media Programs

500 Ways to Influence People and Win Friends for Your School Library Media Center

BY HELEN F. FLOWERS

Successful public relations efforts require smart

targeting. This book gives you more than 500 ideas targeted to your key stakeholders, including students, faculty, building administrators, school support staff, district administrators, school board members, parents, community, and legislators.

ISBN 978-1-55570-320-2. 1998. 8 1/2 x 11. 159 pp. \$49.95.

SHOP ONLINE.

Our Web site features more great titles like these:

Getting Political

An Action Guide for Librarians and Library Supporters

BY ANNE M. TURNER

ISBN 978-1-55570-282-3. 1997. 6 x 9. 171 pp. \$55.00.

Marketing

A How-To-Do-It Manual

BY SUZANNE WALTERS

ISBN 978-1-55570-095-9. 1992. 8 1/2 x 11. 103 pp. \$45.00.

Using Desktop Publishing to Create Newsletters, Library Guides, and Web Pages

A How-To-Do-It Manual for Librarians

BY JOHN MAXYMUK

ISBN 978-1-55570-265-6. 1997. 8 1/2 x 11. 223 pp. \$55.00.



101+ Great Ideas for Libraries and Friends

BY SALLY GARDNER REED, BETH NAWALINKSY, AND ALEXANDER PETERSON OF FRIENDS OF LIBRARIES USA

FOLUSA's (Friends of Libraries USA) many friends groups are

breaking new ground in connecting libraries and their communities. This book offers 101+ ideas for advocacy, fundraising, and membership campaigns; programs and public awareness events; and projects to increase organizational effectiveness. For each activity, you'll find a general description, an outline of the planning process, budget forecasts, expected results, and sample forms, graphics and logos you can customize for your own programs. You'll use this great source as you work with your Friends group to plan online booksales, arts fundraising programs, library anniversary celebrations, and more. You can use these ideas independently or in collaboration with your local Library Friends groups.

ISBN 978-1-55570-499-5. 2004. 8 1/2 x 11. 229 pp. \$65.00.

Running a Successful Library Card Campaign

A How-To-Do-It Manual

BY PATRICK JONES

Imagine tripling the number of people in your community who



Storytelling and Storytimes



NEW

Storytimes...Plus!

BY KAY LINCYCOMB

"School and public libraries as well as home schooling leaders will find it valuable."

Booklist, June 1, 2007

Ever thought about turning storytime into a Guinea Pig Party? How

about celebrating Pancake Day or investigating the real story of sneezes? That's just the beginning of the fun in this new story-time resource. Created to appeal to the diverse needs of children, communities, and librarians, *Storytimes...Plus!* is written for anyone who reads stories to children. Inside these pages you'll find stories for children of varying ages, interests, and backgrounds — and a wide array of options to match your unique talents and preferences to the recommended books and programs. When you're having fun as a storyteller, your audience will share the experience too! This book offers 35 complete, ready-to-use storytimes, each of which includes:

- "Rhymes and Songs"
- "Storytime Picks"
- "Crafty Corner"
- "...Plus" — ideas for incorporating traditional children's games, larger projects and activities, tell-aloud stories, and fun-food activities

ISBN 978-1-55570-583-1. 2007. 8 1/2 x 11. 133 pp. \$45.00.

Ready To Go Storytimes

Fingerplays, Scripts, Patterns, Music, and More

"A very useful resource, with clever innovations that will be welcomed by librarians looking for ways to enliven their preschool activities." *Library Journal*

"Provides everything a librarian or teacher needs to present a 30-minute storytime." *Booklist*

BY GAIL BENTON AND TRISHA WAICHULAITIS



For experienced and new storytellers alike, this book and accompanying music CD will engage children and parents alike. Use these turnkey activities to create interactive, memorable 30-

minute storytimes. Everything's included from the interactive song and a coloring sheet to an activity handout that reinforces the theme. It's a tasty collection of yum-yum tales, animal adventures, desert and beach stories, colorful yarns, dress up and more, complete with music. ISBN 978-1-55570-449-0. 2003. 8 1/2 x 11. 239 pp. Book and CD-ROM. \$65.00.

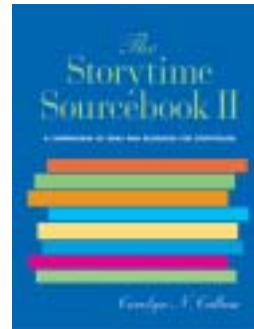
NEW

The Storytime Sourcebook II

A Compendium of 3,500+ New Ideas and Resources for Storytellers

BY CAROLYN N. CULLUM

From new action rhymes and fingerplay ideas to creative crafts and songs that teach, this new resource belongs in every library that serves young children. Designed to work in tandem with Carolyn Cullum's popular *The Storytime Sourcebook*, this new resource keeps the same thematic collection of programs but provides new books, songs, videos, activities, and more, virtually doubling your programming possibilities when you use both books together! You'll discover new ideas for programs related to children's physical, emotional, and intellectual needs. Cullum focuses on the diverse themes that intrigue children and prepare them for their



upcoming school experiences, such as the alphabet, body parts, animals, babysitters, bedtime, birthdays, boats, banners, the circus, locks, clothing, nature, fairy tales, food, friendship, kites, insects, safety, oceans, grandparents, glasses, and more. *Storytime Sourcebook II* includes:

- 145+ thematic ideas for storytimes
- 2,222 recommendations for books to use in storytimes
- 685 video suggestions
- 296 crafts
- 149 songs
- 146 musical movement ideas

A total of 3,790 possible programs make this a must-have resource. With both *The Storytime Sourcebook* and *The Storytime Sourcebook II*, you can have infinite possibilities for making the most of your children's collection.

ISBN 978-1-55570-589-3. 2007. 8 1/2 x 11. 508 pp. \$75.00.

Order the Storytime Sourcebook Bundle and Save \$25!

The Storytime Sourcebook and The Storytime Sourcebook II

ISBN 978-1-55570-605-0. 8 1/2 x 11. 2 Volumes. 977 pp. \$99.95.

The Storytime Sourcebook

A Compendium of Ideas and Resources for Storytellers, Second Edition

BY CAROLYN N. CULLUM

For librarians, teachers, media specialists and others who work with children three to seven years old, this book has updated topics designed to broaden children's experience with



literature and help you formulate programs related to their physical, emotional, and intellectual needs while encouraging them to share experiences with their peers.

ISBN 978-1-55570-360-8. 1999. 8 1/2 x 11. 325 pp. \$49.95.



Len Cabral's Storytelling Book

"Teachers and librarians who want to add storytelling to their professional skills will find this a useful book."

School Library Journal

Become an utterly irresistible storyteller using this practical guide that includes stories that will introduce young readers to different cultures, races, family situations, and human values. There's a "telling guide" (voices to use, pauses, when to ask questions) and a "teaching guide" to help you expand stories into discussion-based lessons, along with an overview of techniques and props.

ISBN 978-1-55570-253-3. 1997. 8 1/2 x 11. 237 pp. \$45.00.

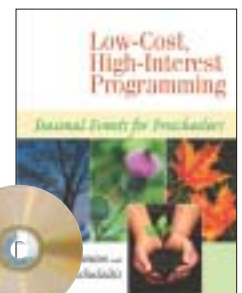
Low-Cost, High-Interest Programming

Seasonal Events for Preschoolers

BY GAIL BENTON AND TRISHA WAICHULAITIS

Benton and Waichulaitis show you over 65 activities that explore educational concepts, reinforce social skills, and engage children in interactive play. This user-friendly manual and multimedia CD-ROM provides everything you need to conduct seasonal, crowd-pleasing events: graphics, stories, songs, sound effects, and more! Any activity can be adapted to suit a library of any size.

ISBN 978-1-55570-502-2. 2004. 8 1/2 x 11. 239 pp. Book and Multimedia CD-ROM. \$65.00.



Storytelling and Storytimes

Mother Goose on the Loose

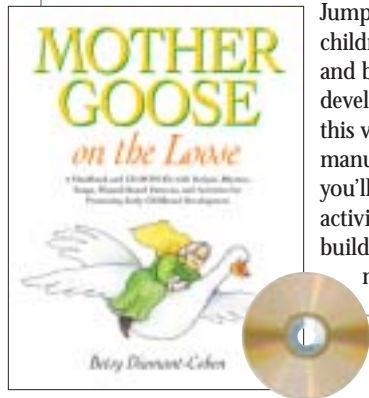
BY BETSY DIAMANT-COHEN

"This outstanding resource provides everything a librarian needs to plan and implement a successful, high-quality program for babies and their caregivers." *Library Journal*, Starred Review

and pre-literacy skills in infants and toddlers. The author — an award-winning program creator — incorporates books, rhymes, fingerplay, flannel board stories, music, dance, and child-parent interaction into dynamic programs. In addition, you'll find planning and scheduling sheets for implementing the program and instruction for designing your own original sessions. The companion multimedia CD features 10 complete MGOL scripts and an audio sample of an actual program.

ISBN 978-1-55570-536-7. 2006. 8 1/2 x 11. 461 pp. Looseleaf Binder and Multimedia CD: \$85.00.

Jump-start children's learning and brain development with this valuable manual. Here you'll find activities that build motor, music, social,



The Sound of Storytime

BY TIARA V. DIXON AND PAULA BLOUGH

"Adding this resource to the storytime collection can enhance library programs." *Booklist*

Here's a musical new way to make beloved children's books even more magical. This new resource will help librarians and classroom teachers alike use simple instruments such as bells, rhythm sticks, sand blocks, shakers, and tambourines to add a musical element to storytime. For each of the 48 ready-to-use programs, you'll find:

- A musical storytime
- Flannel-board activity
- Movement chant
- Make-and-take crafts
- List of suggested books to share
- Complete directions including supply lists, prop assembly, program scripts, and song lyrics

The companion CD-ROM includes audio tracks along with forms and patterns to make these low-prep favorites!

ISBN 978-1-55570-552-7. 2006. 8 1/2 x 11. 207 pp. Book and Multimedia CD: \$65.00.



NEW

Puppet Magic

BY JOY L. LOWE AND KATHRYN I. MATTHEW

Introduce puppets into your storytime programs and make some magic! You'll excite and engage your young patrons, introducing them to the joy and wonder of books, reading, and language. This guide helps you turn your favorite stories or poems into memorable puppet presentations and gives you annotations of nursery rhymes, poems, stories, folk-tales, fables, and songs that are terrific for puppet storytelling. Lowe and Matthew show you how to select and purchase puppets, develop performance techniques, store and preserve these unique tools, and integrate them with children's literature. You'll also appreciate the tips for creating your own puppets with easy-to-find materials. And once your puppets are ready, you'll find step-by-step guidance for incorporating them into your programs. Additional resources include a guide to puppet retailers and materials distributors, a puppet-book index that matches puppets to specific book titles, and a bibliography of additional titles and tools for the novice puppeteer.

ISBN 978-1-55570-599-2. 2008. 8 1/2 x 11. 146 pp. \$45.00.



Storytime Action!

2,000+ Ideas for Making 500 Picture Books Interactive

BY JENNIFER BROMANN

"Dynamic yet common-sense approach...An especially useful reference. Recommended for both school and public libraries." *Public Libraries*

Move children from their love of storytime to a love of books and reading with the thousands of practical suggestions in this popular guide. With specific activities for 500 picture books, the author shares clear, practical advice for planning programs and developing your own signature style. Whether you're a new or veteran educator, you'll use these fresh ideas to create interactive storytimes and to enhance your current repertoire.

ISBN 978-1-55570-459-9. 2003. 6 x 9. 237 pp. \$45.00.

NEW

Sing a Song of Storytime

BY SUSAN DAILEY

ILLUSTRATED BY NANCY CARROLL WAGNER

"The book is a valuable contribution because it can be used to encourage children to sing rather than just listening to CDs and watching music videos."

Booklist, September 15, 2007

Music adds an extra special element to storytime programming, and Susan Dailey is a virtuoso at helping colleagues use music creatively. *Sing a Song of Storytime* is a compilation of musical storytimes she has used successfully. In addition to the music and lyrics, there are also annotated bibliographies of picture books related to music, along with tips on how to deliver these unique programs. This new resource includes:

- 75+ songs, including traditional folk songs, new lyrics for familiar melodies, and original compositions
- Activities, including flannel-board patterns, crafts, motions, and dances paired to songs
- Popular children's books for use with the featured songs and music
- Helpful hints for non-singers
- A multimedia CD featuring music from the book, along with patterns, scripts, lyrics, and more

New and veteran librarians, preschool and early elementary teachers, as well as daycare workers and parents will find hundreds of great ideas in this book.

ISBN-13: 978-1-55570-576-3. 2007. 8 1/2 x 11. 178 pp. Book and Multimedia CD: \$65.00.



**NEW**

The Official YALSA Awards Guidebook

COMPILED AND EDITED BY TINA FROLUND FOR THE YOUNG ADULT LIBRARY SERVICES ASSOCIATION
WITH CONTRIBUTIONS BY MICHAEL CART, ROSEMARY HONNOLD, PAMELA SPENCER HOLLEY, MARY ARNOLD, AND BETTY CARTER

You've waited more than 20 years. Finally, at your

fingertips, a one-stop source for information about these prestigious awards and books that have been honored as the best!

This information-packed volume compiles bibliographic information about the books and authors honored by the Alexander, Edwards, and Printz awards given by YALSA — the division of the American Library Association (ALA) that serves the librarians who work with young adults. Essays written by experts in young adult content are included, and there are separate chapters about each award and its criteria. In addition, you'll find complete lists of award-winning books to date, speeches by and interviews with the winning authors, along with brief annotations, publisher information, subject/thematic descriptions and display and programming ideas.

ISBN 978-1-55570-629-6. 2008. 6 x 9 225 pp. \$55.00.

NEW

A Librarian's Guide to Graphic Novels for Children and Tweens

BY DAVID S. SERCHAY

Build a blockbuster collection and manage it with "super-human" success!

Graphic novels tell the stories, star the heroes (real and fictional) and address the issues relevant to teens and tweens in a style that holds their interest and keeps them coming back for more! More than merely comic books — and not always rated "PG" — they have an important educational component as well. In addition to being great for readers who are challenged by large chunks of text, graphic novels take advantage of the flexibility of nimble young minds that have grown up immersed in a multimedia world. Make no mistake, these works are not easy reads — they demand all the language and literacy skills educators strive to instill in their students, including: active decoding,

comprehension, fluency, vocabulary building, sequencing and more.

This must-have resource on developing your collection of this important genre will give you a wealth of tips and practical advice about buying, recommending, cataloging, and shelving. Youth services specialist David Serchay shares

the insights of librarians, media specialists, and vendors around the country about how best to build and manage graphic novel collections. You'll find this guide's annotated list of highly recommended titles invaluable.

ISBN 13: 978-1-55570-626-5. 2008. 6 x 9. 156 pp. \$55.00.

**NEW**

Baby Rhyming Time

BY LINDA L. ERNST

The renowned authority on library services for the very youngest patrons has done it again! Linda Ernst has created programming based on the most important

findings in babies' brain development. This new resource is full of activities that stimulate infants' and toddlers' cognitive, physical, and emotional growth. In this versatile book and CD-ROM package, you'll find book ideas, rhymes, songs and music, props, and more that can be combined to form hundreds of hours of quality programming that will wow parents, educators, and caregivers. The CD-ROM contains scripts, lyrics, patterns, forms, and posters that can be adapted and easily reproduced. In addition, the book contains suggestions for scheduling, room arrangement, and parent education. Now your programming for babies and infants can strengthen their language acquisition and motor-skill development... and connect your library with families right from the start!

ISBN 978-1-55570-540-4. 2008. 8 1/2 x 11. 183 pp. Book and Multimedia CD. \$59.95.

Fiore's Summer Library Reading Program Handbook

BY CAROL E. FIORE

"This handbook contains a wealth of information...Fiore's authoritative book belongs in every librarian's professional collection" VOYA

"This is a highly recommended book."

The Australian Library Journal, February 2007

"...A great guideline for step-by-step instructions on how to design, implement, and evaluate any summer library reading program." Public Libraries, May/June 2007

Carole Fiore, director of Florida's award-winning summer reading program, has created an expansive, timely handbook for summer reading programs. This long-awaited new guide includes insight into setting goals and objectives, tips for establishing themes and schedules, strategies for marketing and promoting events, and techniques for evaluating program success. Coverage encompasses the No Child Left Behind Act, developmental assets, using the Web, copyright issues, bilingual programming, online activities, outcome-based



evaluations, and more. Fiore also provides an A-Z annotated list of thematic programming ideas and a special illustrated section with 25 exemplary programs and best practices from libraries across the

country. Special sections offer resources about themes and member libraries of statewide and regional cooperative summer programs. You'll also appreciate the forms, checklists, and sample policies included in this comprehensive tool — essential for every summer reading program planner!

ISBN 978-1-55570-513-8. 2005. 8 1/2 x 11. 312 pp. \$65.00.

Youth Services & Materials

NEW**Libros Esenciales**

Building, Marketing, and Programming a Core Collection of Spanish Language Children's Materials

BY TIMOTHY WADHAM

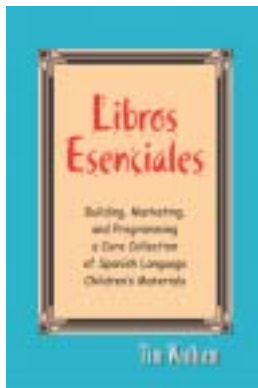
"An essential guide with practical steps on how to promote library services to Latinos."

School Library Journal, April 2007

"This book is strong on programming ideas and provides help to the teacher-librarian for finding the best of what is published in the Spanish-language and bilingual market.....Bottom line: Highly recommended."

Teacher Librarian, April 2007

Tim Wadham, author of the "highly recommended" (REFORMA) and "invaluable" (Booklist) *Programming with Latino Children's Materials* (1999), returns with this all-new guide for children's and school librarians. He provides a core collection of over 100+ titles including board books, picture books, short chapter fiction,



novels, poetry, and nonfiction ideal for serving toddlers to teens. Wadham shares authoritative advice for selecting Spanish titles including: an overview of the market, key elements to consider, review sources, and tips for authoring collection development.

There is a wealth of programming ideas that may be used with the recommended core collection or adapted for other books. Wadham offers tips for marketing to your community and increasing circulation for these important titles. This unique resource also includes a guide to publishers and vendors and lists of award-winning books. Whether you are serving a Hispanic community, looking for ways to present bilingual programs, or building a new multicultural collection, *Libros Esenciales* is an invaluable, comprehensive guide.

ISBN 978-1-55570-575-6. 2007. 6 x 9. 315 pp. \$65.00.

NEW**The Jewish Values Finder**

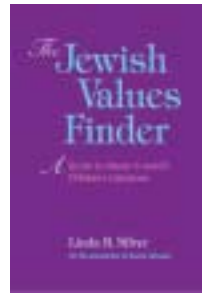
A Guide to Values in Jewish Children's Literature

BY THE ASSOCIATION OF JEWISH LIBRARIES

A landmark reference book from Neal-Schuman and the Association of Jewish Libraries. Moral qualities + good deeds + instruction = decent person. These are the ideas and the ideals that express the meaning of the term "Jewish values." They are also the precepts embraced by most of the other world religions. This highly authoritative reference guide by Linda Silver — a specialist in Jewish children's literature — evaluates and analyzes nearly 1,000 carefully selected children's books that promote Jewish values.

Each entry includes bibliographic information, age level recommendations, annotation, relevant value, and subject headings. School and public librarians, teachers, and parents concerned with character development will find this guide an essential resource.

ISBN 13: 978-1-55570-624-1. 2008. 6 x 9. 290 pp. \$55.00.

**NEW****The Family-Centered Library Handbook**

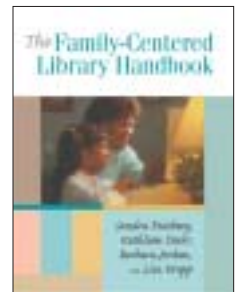
BY SANDRA FEINBERG, KATHLEEN DEERR, BARBARA JORDAN, MARCELLINA BYRNE, AND LISA KROPP

Literacy, the foundation for every child's school success, begins at home. This new book will give your children's services staff and everyone involved in community outreach terrific tips and techniques for engaging and involving parents and caregivers in the key work of helping children on the path to literacy. Topics include:

- Using library resources to support the role of parents and caregivers in children's growth and development
- Helping children's librarians interact successfully with families
- Implementing effective communication strategies, appropriate services and useful spaces for adult/child participation
- How to attract and engage new and diverse families
- How to leverage your family-centered approach to build community visibility

This book serves as the primary text for Middle Country Public Library's popular Family Place Training Institute and is written by a team of librarians who have achieved remarkable success with their community's families.

ISBN 978-1-55570-541-1. 2007. 8 1/2 x 11. 200 pp. \$65.00.

**NEW****Get Connected**

Tech Programs for Teens

BY ROSEMARY HONNOLD

"A great resource for starting Library 2.0 to connect with teens..." School Library Journal September 2007



Here is a guide chock-full of ideas – straight from the Young Adult Library Services Association (YALSA) – for implementing the most popular virtual activities into your services. *Get Connected* offers detailed snapshots of the most cutting-edge technology-

oriented programs sure to draw teens into the library – and keep them reading and accessing library resources. Topics include recreation- and education-based programs, working with special teen populations, drawing young readers in the social networking scene, tips for working with teen advisory groups, and YALSA's innovative ideas for celebrating Teen Tech Week! Both novice and tech-savvy young adult librarians will find this book an essential resource for connecting with their patrons.

ISBN 978-1-55570-613-5. 2007. 6 x 9. 125 pp. \$45.00.

Lapsit Services for the Very Young II

A How-To-Do-It Manual

BY LINDA L. ERNST

This practical and essential "how-to" is both a companion to Ernst's highly acclaimed *Lapsit Services for the Very Young* and a stand-alone guide to providing programs and services for children 12 to 24 months old and their adult caregivers. More than 125 recommended books with annotations are provided, along with nursery rhymes, fingerplays, and songs. A theme index provides easy access to resources. Musical enhancements, flannel boards, puppetry, activities, displays, and handouts are included, as well as helpful Internet sites.

ISBN 978-1-55570-391-2. 2001. 8 1/2 x 11. 217 pp. \$49.95.



NEW

Serving Lesbian, Gay, Bisexual, Transgender, and Questioning Teens

A How-To-Do-It Manual for Librarians

BY HILLIAS J. MARTIN AND JAMES MURDOCK

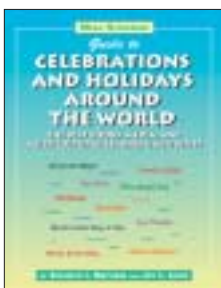
"Every library should have this book." VOYA, August 2007*"...abundant useful guidance.... All librarians should turn to this book for pertinent insight on the needs of 5 to 10 percent of the teen population and sound suggestions for providing excellent service to local teens."* School Library Journal, June 2007*"Essential for professional collections serving librarians who work with teens in both public and school libraries."* Library Journal, July 2007

In our shared efforts to serve every member of our YA community, this new title is an important addition to your professional collection. This innovative guide will help you make informed collection, service, and programming decisions about materials for the

growing lesbian, gay, bisexual, transgender, and questioning (LGBTQ) YA population. The authors provide an overview of LGBTQ literature, address concerns for serving these patrons, and help guide you and your colleagues through the benefits and challenges of collecting materials. This breakthrough new publication offers:

- An A-Z annotated guide to 50+ fiction, non-fiction, and multimedia works
- 30+ ready-to-use programming ideas and booktalks that will help you welcome and provide a more inclusive environment for all teens
- Tips and suggestions for handling challenging situations — placement of books, patron privacy, handling parents' questions, and more.

ISBN 978-1-55570-566-4. 2007. 8 1/2 x 11. 267 pp. \$55.00.



Neal-Schuman Guide to Celebrations and Holidays Around the World

The Best Books, Media, and Multicultural Learning Activities

BY KATHRYN I. MATTHEW AND JOY L. LOWE

Here you have it, in a single comprehensive volume — everything you want your readers to know about our world's rich holiday traditions. This handbook contains the best materials, insights, and suggestions for teaching kids about holidays, including Ramadan, Rosh Hashanah, Kodomono-Hi, Diwali, Dia de los Muertos, the Festival of St. Lucia, Mardi Gras, plus 73 others!

ISBN 978-1-55570-479-7. 2004. 8 1/2 x 11. 452 pp. \$65.00.

Call to order toll-free: 866-NS-BOOKS

NEW

Game On!

Gaming at the Library

BY BETH GALLAWAY

Ever watched the teens and tweens in your library sneak in an online game in the middle of their research or study session? Have students come into the media center to log-in and check on their Neopets? Have concerned parents approached you to find out more about video game ratings? Even if your library hasn't formally begun collecting, circulating, or programming with video games, you are no doubt aware of their popularity and proliferation. Now *Game On!* has the answers and approaches you need to make effective, successful choices about video gaming in your library.



Topics include:

- Video game basics — history, formats, and genres
- Benefits (developmental assets/technological skill/educational value) and controversies (ratings/graphics/ content)
- Selection, collection, and circulation of titles
- Equipment and vendors
- Programming ideas
- Policy and management

- Storage, display, and marketing

And more Gallaway includes a core collection of games and systems that will appeal to users of all ages. Forms, bibliographies, and a gamer's glossary will get you gaming like a pro in no time.

ISBN 978-1-55570-595-4. 2008. 6 x 9. 310 pp. \$55.00.

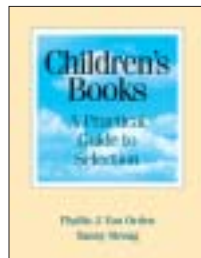
NEW

Children's Books

A Practical Guide to Selection

BY PHYLLIS J. VAN ORDEN AND SUNNY STRONG

So many books. So little time. So many needs. So little budget. If this describes your situation, here's a new book to help you



approach book selection confidently and strategically. If you are new to the library environment, in charge of training new librarians or paraprofessionals, or looking for new ideas in collection development, this resource is a must-have. Phyllis Van Orden, a former president of both the Association for Library Services to Children and the Association for Library and Information Science Education, and Sunny Strong share their advice for:

- Establishing general criteria and following guidelines
- Choosing diverse material
- Using selection tools effectively
- Special selection criteria for specific genres, including picture books, fiction, genre fiction, folk literature, rhymes, and poetry
- Special guidelines for selecting particular subjects You'll learn how to:
- Ask the right questions
- Probe the intellectual content of the subject
- Examine the worth (quality, value, merit) of a book
- Verify the bottom line — is it worth the price?

ISBN 978-1-55570-584-8. 2007. 8 1/2 x 11. 243 pp. \$59.95.

NEW

Get Popular @ The Library

Teen Programs

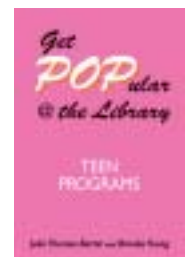
BY JULIE THOMAS BARTEL AND BROOKE YOUNG

If you want to reach today's teen readers, you should stay in touch with what interests them. And what interests them is pop culture. Pop culture permeates almost all facets of teen life and it can be used in almost every facet of "libraryland." Librarians who learn to connect with pop culture are more likely to be able to recreate the emotional realities of teenage life, enhancing their ability to work with, understand, and serve teens. Chapters cover topics of special interest to teens and offer pop culture-inspired programming ideas for:

- Books, magazines, comics
- Computers and video games
- Crafts and fashion
- Art of comics, graffiti, manga
- Music
- TV
- Movies

Bartel and Young have presented all their information in a creative way which reflects the content, using lists, sidebars, quotes, etc., much as you would find in a popular magazine or on a show like VH1's "Pop-Up Video" or "I Love the 80's."

ISBN 978-1-55570-558-9. 2008. 6 x 9. 225 pp. \$55.00.



Youth Services & Materials

Connecting Young Adults and Libraries

A How-To-Do-It Manual, Third Edition

BY PATRICK JONES, MICHELE GORMAN,
AND TRICIA SUELLENTROP

"This book has everything — clear philosophical goals for the service grounded in developmental assets; an incredible list of how-tos by authors who have been there, done that; a lively text; and a rock-solid understanding of the real kids who need us, not the fantasy kids we often confuse with them."

Mary K. Chelton

"Invaluable...your best one-stop shopping for guidance on young adult services."

The Bulletin of the Center for Children's Books

"An upbeat, well-organized must-have for anyone working with this audience."

School Library Journal

Respected YA services consultant

promotion, technology, youth involvement, and more. Chapters filled with hundreds of "best practices" culled from the authors' workshop presentations, ready-to-use forms, checklists, and documents — teen secret shopper forms, teen information literacy handouts, reading interest surveys, graphic novel booklists, booktalk evaluations, teen volunteer job descriptions, and much more — make this edition an all-in-one resource. *Connecting Young Adults and Libraries, 3rd Edition*, contains over 70% new material from previous editions including an all-new glossary for librarians serving teens that helps with understanding adolescent development terms, teen slang, literary definitions, and library terminology. A brand-new technology chapter provides practical, readable explanations of filters, teen Web sites, instant messaging, blogs, online book discussions, virtual author chats, streaming media — as well as suggestions for using these with teens. The collection development tools — including advice for selecting books, magazines, music, movies, videogames, and more — have been updated and expanded. *Connecting Young Adults and Libraries, Third Edition* is a must-have for every librarian serving teens.

ISBN 978-1-55570-508-4. 2004. 8 1/2 x 11. 438 pp. \$75.00.



Patrick Jones has teamed up with two of today's most popular YA workshop leaders to redesign, update, and expand the "bible" of YA service. Addressing every aspect of library service to teens, the book's twelve chapters cover customer service, collections, booktalking, programming, spaces,

Connecting with Reluctant Teen Readers

Tips, Titles, and Tools

BY PATRICK JONES, MAUREEN L. HARTMAN,
AND PATRICIA P. TAYLOR

"Well-written and well-researched, this practical hands-on guide to defining and wooing reluctant readers is a must-read for librarians and teachers who work with adolescents." *School Library Journal*

"When experts like these speak, we should all listen and grasp whatever we can form their wisdom to add to our teaching methods...To motivate teens to read more...links the teacher-librarian to raising academic achievement." *Teacher-Librarian*

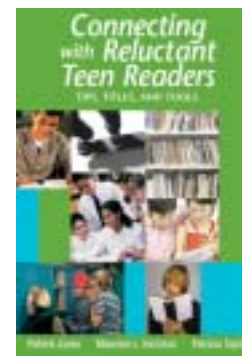
It may sometimes seem that only a miracle could get some kids to read, but YA experts Patrick Jones, Maureen Hartman, and Patricia Taylor believe in some proven tips, titles, and tools to make magic happen. This unique guide shares

their thoughts on why teens need to read and why so many of them don't. They show you how to entice reluctant readers, what types of books are most likely to grab and keep their interest, and how to connect different kinds of readers with different genres (graphic novels, realistic fiction, mystery, fantasy, magazines, nonfiction, short stories, and more) attract different readers. The featured lists highlight over 600 sure-fire books, magazines, and series including:

- Best New Adult Fiction for Teens
- Best 25 Books for Struggling Middle School Readers
- Best Literature
- Best 40 Magazines
- Best 100 Books for Boys of All ages
- Best 25 Comic Books

You will also find quick and easy guidance for using booktalks (including 50 ready-to-use scripts), reading surveys, and an exhaustive bibliography of resources to consult. This all-encompassing guide may prove even more than the miracle you thought you needed.

ISBN 978-1-55570-571-8. 2006. 6 x 9. 314 pp. \$59.95.



NEW

Start-to-Finish YA Programs

Hip Hop Symposiums, Summer Reading Programs, Virtual Tours, Poetry Slams, Teen Advisory Boards, Term Paper Clinics, and More!

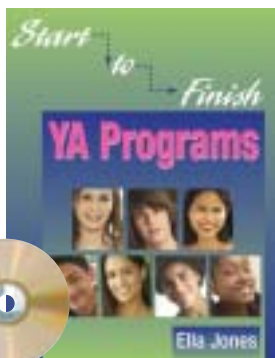
BY ELLA CROSS JONES

What teen wouldn't be interested in a poetry slam, hosting a cable TV show, or learning to be a DJ? In *Start-to-Finish YA*

Programs, author Ella Jones gives you the "411"

about planning powerful programs for teens.

With high school enrollments increasing by 13%, the role of both school and public libraries



is growing, too. The author provides 25 successful teen programs from public libraries based on the Search Institute's 40 Developmental Assets for Teens. If you're looking for engaging, high-impact teen programming breakthroughs, buy this book and give some of these concepts a try:

- Brown-Bag Concerts
- Library Teen Cable Show
- Oral History Video Projects
- Hip-Hop Symposium
- Youth Gospel Fest
- Dance 360
- Commitment to Fitness and more

The companion CD-ROM provides all of the sign-up forms, promotional posters, evaluation worksheets, and permission slips for easy reproduction and personalization.

ISBN 978-1-55570-601-2. 2008. 8 1/2 x 11. 300 pp. Book and CD-ROM. \$75.00.

NEW

Reading Rants

A Guide to Books That Rock!

BY JENNIFER HUBERT



"Some 100 books are organized into 10 categories that YA librarians will understand and find useful for patrons... Librarians will enjoy the author's strong personal viewpoint." Booklist, September 15, 2007

Jennifer Hubert knows what makes teens tick — and what genres, subjects, and storylines will keep them reading at the

library. The creator of the popular *Reading Rants* Web site, Hubert has compiled 100 of her best recommendations in this unique resource. This book is invaluable as a collection development, reader's advisory, or booktalking tool. Each featured title includes an extensive annotation with a detailed plot, theme, and audience description; sources for review; and other related books to recommend. Topics covered include:

- Books for boys, girls, and tweens
- Nailbiting mystery and suspense
- Graphic novels
- Gen-X sci-fi
- Historical fiction for hipsters

Hubert's annotations will add real power to your booktalks, and her advice on "Why It Rocks" and her recommendations for "Hook It Up With" will help you make the most of your collections. This is an essential resource for school and public librarians who want to keep on the cutting edge of today's teen literature.

ISBN 978-1-55570-587-9. 2007. 6 x 9. 253 pp. \$49.95.

Booktalking That Works

BY JENNIFER BROMANN

"Practical, smart, hip, and irreverent... A fun read that will encourage you to find your own personal style." Booklist

Practical chapters unlock the mysteries of teenage reading preferences and help you choose the right books to booktalk. Topics include booktalk writing (even when you haven't had the time to read the whole book), delivery, and more. Sample talks cover 10 genres: science fiction, realistic fiction, fantasy, historical fiction, nonfiction, short books, horror, mystery, humor, and popular books of temporary but immediate interest.

ISBN 978-1-55570-403-2. 2001. 6 x 9. 155 pp. \$49.95.



Developing and Promoting Graphic Novel Collections

BY STEVE MILLER

"Librarians interested in starting or beefing up a graphic novels collection will find Miller's work invaluable." Library Journal



Graphic novels are more than novelties...they're 'way cool'! And their intricate storylines and artwork can turn 'reluctant readers' into avid fans. This comprehensive overview of graphic novels and their use as reader development tools explores the evolution,

categories, and genres of graphic novels. The author also intrepidly addresses the nittygritty details of collection development, acquisition, cataloging, and maintenance for this unique format. A special section shows how to promote graphic novels (including creative displays) and includes programming suggestions. You'll appreciate the carefully crafted annotated list of core titles as well. Use this guide to entice teens into your library!

ISBN 978-1-55570-461-2. 2005. 6 x 9. 130 pp. \$49.95.

More Booktalking That Works

BY JENNIFER BROMANN

"... a solid choice for anyone looking to expand a booktalking repertoire." VOYA

From the author of the popular *Booktalking that Works*, this new collection gives you 200+ titles and brand new booktalks to expand your repertoire. From classics to current bestsellers, this new work is filled with practical advice to help you become the librarian who is in demand in classrooms throughout your learning community. Topics include incorporating various genres and subjects, developing catchy "book hooks" to grab teens' attention, varying your approach across a wide range of titles. Entries for each book include a full, ready-to-use booktalk and suggestions for expanding the talk. You'll use these proven techniques to build your own 'signature' style for presenting memorable, motivating booktalks.

ISBN 978-1-55570-525-1. 2005. 6 x 9. 145 pp. \$49.95.



Teen Reading Connections

BY TOM K. REYNOLDS

"If you can only have one reference book on how to excite teens about reading, this book covers it all and will be an excellent addition to public and school libraries." Young Adult Library Services

"This volume of the Teens @ the Library Series will make any youth librarian's life easier...Most of all, the text reminds youth librarians and educators why it's so important that we continue to connect teens in our lives with reading and books. Highly recommended." Catholic Library World

"New young adult librarians and library students will find this book especially useful...should be a first purchase for new young adult librarians." VOYA



This unique resource gives you proven strategies for linking teens and books, providing you with tips for using fiction, non-fiction, booktalks, book promotion, training, and online resources. Reynolds takes you to the next level with

teens, showing you how to develop a Personal Reader's Advisory Strategy for YAs — by recognizing their reading habits and responding with programs and services tailored just for them. The interspersed 'Reading Scenes' — success stories, day-to-day accounts, and quick tips — cover cutting-edge teen reading choices. Also included are tip-filled sections for covering every genre and format — manga, teen realism, series fictions, graphic novels, sci-fi and fantasy, nonfiction, magazines, and more.

ISBN 978-1-55570-506-0. 2005. 6 x 9. 149 pp. \$49.95.

Teen Book Discussion Groups @ the Library

BY CONSTANCE B. DICKERSON

Dickerson draws on her years of experience in leading popular book discussion groups and shares her proven techniques. Content includes 15 'sure-fire' suggestions for successful book discussions; discussion resources for 50 books, complete with bibliographic and programming information for each title (theme, genre, main characters, a synopsis, ideas for questions and possible responses); author, title, and theme index to help you select books for every age and interest.

ISBN 978-1-55570-485-8. 2004. 6 x 9. 130 pp. \$49.95.



Teens @ the Library Series

The Teen Reader's Advisor

BY ROSEMARY HONNOLD

"A terrific addition to any YA librarian's reference shelf." Library Journal, April 15, 2007



"Will prove invaluable to anyone working with teens." School Library Journal, March 2007

Talking to teens can be tough. Figuring out how to deliver effective reader's advisory to this uniquely challenging group can be even tougher for young adult librarians and school media specialists. This

important new book addresses the challenges of reader's advisory for teens who often don't

know what's available, aren't sure what they want, and may even be embarrassed to ask for it. Here's the insight you need to:

- Explore the qualities, attitudes and resources that make teen-centered reader's advisory effective
- Investigate the characteristics of quality YA reader's advisory
- Take an extensive look at YA literature and ten prominent teen book awards programs

Whether you're directly involved in reader's advisory for teens, or you're looking for support in collection development and outreach, this new guide, written by an insightful, experienced YA Services Coordinator will give you great ideas for connecting with your teen patrons. ISBN 978-1-55570-551-0. 2006. 6 x 9. 491 pp. \$75.00.

A Core Collection for Young Adults

BY PATRICK JONES, PATRICIA TAYLOR, AND KIRSTEN EDWARDS

Focusing on the titles YA teens are most likely to own or check out, the expert authors have selected and annotated over 1,000 titles, including adult and young adult fiction and nonfiction,

biographies and personal narratives, graphic novels and illustrated works, underground classics, humor, science fiction/fantasy, Web sites, databases, and other electronic formats. Entries include: call numbers, full bibliographic information, and grade/audience level. An accompanying title-checker disk helps you compare your catalog holdings to the recommendations.

ISBN 978-1-55570-458-2. 2003. 6 x 9. 405 pp. Book and CD-ROM. \$75.00.



101+ Teen Programs That Work

BY ROSEMARY HONNOLD

Jumpstart your YA programs and services with this book's 101+ affordable, tested, successful ideas. From summer reading games, contests, and crafts to



coffeehouse style poetry and open mike nights, this book is brimming with ideas to connect teens with your library, including programs that will bring these young patrons together with their parents for themed library 'lock-ins.' Programs such as "Misheard Lyrics," "A Body in the Book Drop," and "Back to School Count Down" are designed to appeal to wide age and interest ranges.

ISBN 978-1-55570-453-7. 2003. 6 x 9. 245 pp. \$49.95.

More Teen Programs That Work

BY ROSEMARY HONNOLD

In a follow-up to her highly praised *101+ Teen Programs that Work*, YA program expert Rose-Mary Honnold serves up more affordable, teen-tested program ideas, representing best practices from libraries across the U.S. and Canada. She covers every aspect of teen services, with suggestions for crafts ("Henna Tattoos"), book groups ("Teen Anime Club"), food ("Fear Factor"), parties ("Un-Valentine's Day Party"), games ("Teen Game Night") reading programs ("CSI @ the Library"), and more. New sections are specifically targeted to boys, girls, and tweens and there are expanded sections exploring partnering with parents and kids.

ISBN- 13: 1-55570- 529-9. 2005. 6 x 9. 245 pp. \$49.95.



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Our Web site features more great titles like these:

Inviting Children's Authors and Illustrators

A How-To-Do-It Manual for School and Public Librarians

BY KATHY EAST

ISBN 978-1-55570-182-6. 1995. 8 1/2 x 11. 127 pp. \$55.00.

Hooking Teens with the Net

BY LINDA W. BRAUN

ISBN 978-1-55570-457-5. 2003. 8 1/2 x 11. 123 pp. \$45.00.

Do It Right! Best Practices For Serving Young Adults In School and Public Libraries

BY PATRICK JONES AND JOEL SHOEMAKER
INTRODUCTION BY MARY KAY CHELTON

ISBN 978-1-55570-394-3. 2001. 6 x 9. 182 pp. \$49.95.

Hold Them In Your Heart

Successful Strategies For Library Services To At-Risk Teens

BY JOANN G. MONDOWNEY

ISBN 978-1-55570-393-6. 2001. 6 x 9. 139 pp. \$49.95.

Managing Young Adult Services

A Self-Help Manual

BY RENÉE J. VAILLANCOURT

ISBN 978-1-55570-434-6. 2002. 6 x 9. 141 pp. \$49.95.

NEW

101+ Great Ideas for Teen Library Web Sites

BY MIRANDA DOYLE

"This book helps librarians construct a virtual environment to appeal to the teenage patron."

Computers in Libraries

Teens want their own space online, and with the help of this new book, you can create a teen library site that's cutting-edge, engaging, and effective in connecting young adults to your library. Here you'll find inspiring examples and ideas from ground-breaking teen librarians across the country. Doyle offers ideas for providing online workshops and instruction, homework help, reference services, reader's advisory, programming, summer reading, and more via your Web site. In addition to outlining the must-haves of a teen site, she demonstrates innovative uses for the latest technologies, including:

- Podcasts
- RSS feeds
- Instant messaging
- Wikis
- Blogs
- Texting
- Discussion lists

ISBN 978-1-55570-593-0. 2007. 6 x 9. 307 pp. \$65.00.

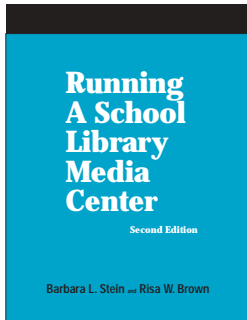


Running a School Library Media Center

A How-To-Do-It Manual, Second Edition

BY BARBARA L. STEIN AND RISA W. BROWN

Whether you're an experienced veteran or an educator who has suddenly been tasked with school library responsibilities, this



“goldmine” of a guide covers every aspect of school library media operations, including building productive relationships with students, teachers, and

administrators; using policies, procedures, budgeting, public relations, and staff training to improve library management and operations; smart strategies for collection development, cataloging, space planning, furniture selection, and circulation management; practical planning tools and techniques including checklists, sample forms, templates, and more. You and your team will use this guide's vendor directories, learning skills inventories, and resource listings (including key list services and electronic resources) all the time...so think about ordering additional copies for each member of your team!

ISBN 978-1-55570-439-1. 2002. 8 1/2 x 11. 179 pp. \$55.00

See also:

A is for Almanac, page 5
KidzCat, page 48

NEW

The School Library Media Policy and Procedure Writer



BY ELIZABETH DOWNS AND JOEL SHOEMAKER

Why create policies and procedures from scratch when expert advice, model policies, and hundreds of procedures, forms, and more are already on a CD-ROM ready for you to customize and print?

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- Acquisitions
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- Equipment and Materials Maintenance
- Year-End Reporting
- Scheduling
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- Reading Incentive Programs
- Serving Students with Special Needs
- Copyright

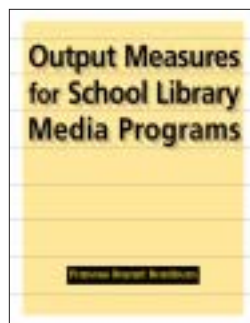
You'll find more than 300 sample policies, procedures, and forms you can customize and print to help you manage each aspect of your library's operations. The accompanying CD makes it easy to import carefully selected policies without rekeying so you can create or revise your own library's manuals.

ISBN 978-1-55570-621-0. 2008. 8 1/2 x 11. 350 pp. Book & CD-ROM \$75.00.

Output Measures for School Library Media Programs

BY FRANCES BRYANT BRADBURN

"Measuring the effectiveness of school library media programs just got easier." American Libraries



Here's the fast track to confidence for every library media specialist. Following the format explained in this volume, and using traditionally collected data, you can marshal support for existing programs and

document the need for a program change. Detailed information, clearly illustrated by examples and charts, helps you organize data to support a given need. Bradburn also shows you how to use statistics to make your case and offers ways to collect the data if you have limited time and staffing. Next time you need to make the case for increased funding, a technology upgrade, or facilities improvement, this book is your ally!

ISBN 978-1-55570-326-4. 1998. 8 1/2 x 11. 95 pp. \$55.00.

The School Library Media Facilities Planner

BY THOMAS L. HART

"The vast amount of information provided by this scholarly volume...will serve as a handy reference in many decisions." VOYA

"This book is chock-full of suggestions for pre-planning, planning, and designing (or redesigning) a school media center." School Library Journal



Transform your library into your learning community's knowledge center. Learn how facilities planning relates to teaching-learning, the knowledge center, open learning,

information literacy and the new goals for the knowledge society. With detailed planning strategies for both new and existing facilities, this book also offers examples of exemplary facilities, success stories, problem scenarios, a glossary of terms, and appendices with model policies, procedure, and planning documents. A companion DVD narrated by the author takes you and your planning team on tours of model school libraries, demonstrating the design principles introduced in the book.

ISBN 978-1-55570-503-9. 2006. 8 1/2 x 11. 253 pp. Book and DVD. \$95.00.

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counselors, technology staff, and principals and other administrators. Farmer outlines the fundamentals of collaboration, tips for working with multiple levels of administrators, and techniques for assessing the effects of collaboration on student success. Become a collaborative leader with this must-have resource.

ISBN 978-1-55570-572-5. 2007. 6 x 9. 217 pp. \$65.00.



Enhancing Teaching and Learning

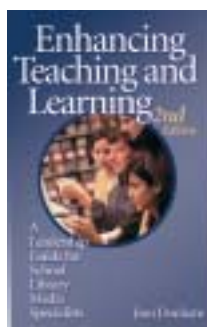
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Leader. Collaborator. Those are the roles of today's school library media specialist. You can take a proactive role in shaping instruction and respond to your users' needs and requests with this thoroughly revised and expanded guide. You'll learn how to develop and implement an effective library media program by integrating it into the total education environment. Part One covers all aspects of the school environment: students, curriculum and instruction, principals, school district administration, and the community. Part Two shows you how to integrate the school library media program throughout these environments using interaction and collaboration. New in this edition are discussions of special education, post-high school transitions, shared school/public libraries, and more, along with a discussion of recent developments in elementary education, including standards, assessments, and the No Child Left Behind Act.

ISBN 978-1-55570-516-9. 2005. 6 x 9. 335 pp. \$59.95.



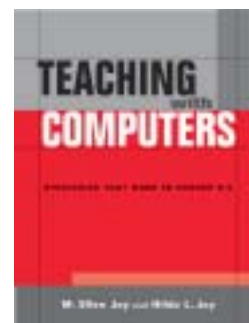
Teaching with Computers

Strategies That Work in Grades K-6

BY M. ELLEN JAY AND HILDA L. JAY

In this content-rich handbook, you will find out how to get full educational return for your school's technology investment. The authors have provided instructional activities that effectively integrate the use of computers and 19 curriculum-related software programs.

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Strategies for the School Library Media Specialist

BY MELVINA AZAR DAME

ISBN 978-1-55570-116-1. 1993. 6 x 9. 186 pp. \$49.95.

Collection Development, Licensing, & Acquisitions

NEW

Building Web-scale Libraries



Libraries, Networks and Services

BY LORCAN DEMPSEY AND BRIAN LAVOIE

Your Library needs to create value in an environment where major web presences have changed how people search for information, where the conduct of learning and scholarship is changing, and where scale and network

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- Making data work harder for you
- Understanding the library long tail
- Managing distributed inventory
- Getting the most out of the discovery environment
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Are you ready to redefine your library's role in the digital information age? Don't get left behind. You'll want this book.

ISBN 978-1-85604-633-6. 2008. 6 x 9. 224 pp. \$115.00.



Selecting and Managing Electronic Resources



A How-To-Do-It Manual for Librarians, Revised Edition

BY VICKI L. GREGORY WITH ASSISTANCE BY ARDIS HANSON

"Offers some much needed assistance and expertise...A recommended tool that answers a critical need in the field." Booklist

Vicki Gregory has expanded and updated her classic

manual for managing electronic resources' accessibility, usability, content, and cost. Hailed as "invaluable" and "definitive" by reviewers, this how-to provides essential guidance for:

- Collection policies and processes
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- Preservation issues

Totally new sections explain digital rights management, new technologies, and new models and standards for organizing and accessing content. Filled with figures, forms, and worksheets, this resource gives professionals the tools they need to select and manage resources with ease.

ISBN 978-1-55570-548-0. 2006. 8 1/2 x 11. 135 pp. \$65.00.

E-Journals

A How-To-Do-It Manual for Building, Managing, and Supporting Electronic Journal Collections

BY DONNELYN CURTIS

With companion Web site.

"An indispensable reference for every serial and acquisitions librarian...an essential purchase for all libraries." Library Journal, Starred Review

Donnelyn Curtis — one of the nation's leading e-journal experts — offers practical advice for helping you and your staff optimize your patrons' online experiences. This timely how-to outlines the fundamentals and features of e-journals, and shows how they fit into the information-seeking behavior of users. Step-by-step help guides you through a smooth and rapid transition to the electronic environment.

ISBN 978-1-55570-465-0. 2005. 8 1/2 x 11. 421 pp. \$75.00.

The Kovacs Guide to Electronic Library Collection Development

Essential Core Subject Collections, Selection Criteria, and Guidelines

BY DIANE K. KOVACS AND KARA ROBINSON

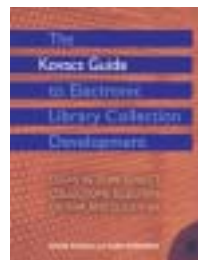
With companion Web site.

"This book is a 'must' resource for librarians who are involved with selecting and marketing Web resources."

ARBA

Whether you're beginning to build an electronic library or updating and expanding an existing one, this guide is essential! Every chapter includes expert guidance and practical advice on selecting and evaluating Web-based resources in core subject areas such as: business, employment, social science, health, medicine, bioscience, law, physical science, technology, education, current awareness, and reader's advisory. Kovacs — who teaches ACRL's online course on selecting electronic resources — and library educator Robinson cover issues and new trends in electronic collection development, advances in document delivery and cataloging Web-accessible sources, and the routine creation of MARC records for Web resources. A password-protected companion Web site — accessible only to purchasers of the book — features ready-made, annotated, constantly maintained links to all the sites in the recommended core collections that readers can import into their library's Web site or OPAC.

ISBN 978-1-55570-483-4. 2004. 8 1/2 x 11. 160 pp. \$125.00.



NEW

Building Digital Libraries

A How-To-Do-It Manual

BY TERRY REESE AND J. KYLE BANERJEE

Librarians embarking on the challenge of building a digital collection have their work cut out for them — and here is the book to help launch and complete the mission! Easy to understand, this guide demonstrates how resources are created, distributed, and accessed — and how librarians can keep up with the latest technologies for successfully completing these tasks. Chapters walk you step-by-step through all of the stages. This how-to offers detailed advice for:

- Planning for and assessing the purpose of your digital repository
- Acquiring, processing, classifying, and describing digital content
- Storing documents
- Choosing a platform
- Specific technologies useful repositories (XML, SOAP, and more)
- Sharing data
- Federated searching of repositories
- Understanding issues with allowing/restricting access to information
- Analyzing repository use
- Migrating to other platforms and accommodating new types of data

Librarians looking for a timely, comprehensive guide to creating a digital collection will find this book an invaluable resource.

ISBN 978-1-55570-617-3. 2008. 8 1/2 x 11. 275 pp. \$75.00.

NEW

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Provision, Promotion, and Use

BY CHRIS ARMSTRONG AND RAY LONSDALE

E-books are becoming ubiquitous in libraries. As their availability grows, their purchase, operation, and use poses new and challenging issues. Key topics include a discussion of the emergence of the e-book, publishing trends, and the role of this new format in libraries. This basic guide also provides specific advice regarding selection criteria, bibliographic control, collection management and acquisitions. Essential reading for librarians struggling with e-books, this book will also be of great interest to publishers, students, and researchers studying this topic.

ISBN 978-1-85604-572-8. 2008. 6 x 9. 256 pp. \$95.00.



Collection Development, Licensing, & Acquisitions



The Librarian's Guides to Developing Christian Fiction Collections

The Librarian's Guide to Developing Christian Fiction Collections for Children

BY BARBARA J. WALKER

"This is a milestone as no other reference source deals exclusively with Christian fiction for young adults or children."

Library Journal

ISBN 978-1-55570-546-6. 2005. 6 x 9. 229 pp. \$55.00.

The Librarian's Guide to Developing Christian Fiction Collections for Adults

BY BARBARA J. WALKER

"Collection development librarians, readers' advisors, and library-school students will come away from this volume and its companions with a healthy respect for this genre and a wealth of useful information"

Booklist

ISBN 978-1-55570-522-0. 2005. 6 x 9. 363 pp. \$65.00.

The Librarian's Guide to Developing Christian Fiction Collections for Young Adults

BY BARBARA J. WALKER

"Should be required reading for anyone providing Christian reading material for teens." VOYA

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Here is a major update to a classic acquisitions textbook. Packed with checklists and real-life examples, this book provides authoritative guidance on procedures and practice in acquisitions. It approaches the acquisitions process logically through various stages from requests through to the checking, ordering, and receipt of library materials. This new third edition takes full account of online ordering, the purchasing of electronic materials, automation of acquisitions, change in the supply chain, and consortia purchasing. It also covers acquiring non-book materials, including those in electronic formats, government information, music, and audiovisual materials.

ISBN 978-1-85604-496-7. 2004. 6 x 9. 160 pp. \$79.95.

Introduction to Digital Libraries

BY G.G. CHOWDHURY AND SUDAA CHOWDHURY

This holistic view of the global digital library scene covers: technological infrastructure, collections, digitization and document management, organization of information, retrieval, interfaces and user-centered design, archiving and preservation, evaluation, and more. An invaluable text for both students and practitioners.

ISBN 978-1-85604-465-3. 2002. 6 x 9. 359 pp. \$85.00.

Negotiating Licenses for Digital Resources

BY FIONA DURRANT

"Required reading for public librarians and any information professional (administrator, information technology worker, trainer, lawyer, librarian, and so on) who plays a role in the online subscription process." Public Libraries

Durrant's guide helps professionals develop the negotiation skills to maximize the value of their online subscriptions. You will learn to assess your organization's needs; evaluate licensing agreement options; gauge usability and value; prepare for negotiations; develop vendor communication skills; understand contracts; share outcomes with staff and users; and more. Both novice and experienced librarians will benefit from the practical advice and clear instruction.

ISBN 978-1-55570-586-5. 2006. 6 x 9. 160 pp. \$99.95.

Electronic Collection Development

A Practical Guide

BY STUART D. LEE

This is the first collection development guide to encompass the total range of electronic resources for all types of libraries and examine the life cycle of each type of resource from an acquiring library's perspective — availability, selection, access, evaluation, budgeting, and more. This up-to-the minute comprehensive approach offers guidance to help all librarians rethink policies, procedures, and practices.

ISBN 978-1-55570-440-7. 2002. 6 x 9. 208 pp. \$75.00.

Interpreting and Negotiating Licensing Agreements

A Guidebook for the Library, Research, and Teaching Professions

BY ARLENE BIELFIELD AND LAWRENCE CHEESEMAN

Here is a practical guide designed to help non-lawyers understand legalese and respond appropriately to licensing issues. Experts Bielefeld and Cheeseman help you decide whether or not to negotiate an agreement, identify the type of licensing agreement that serves your purpose, and understand the language of a license including language never to agree to and clauses that must be there.

ISBN 978-1-55570-324-0. 1999. 6 x 9. 162 pp. \$65.00.

Buying and Contracting for Resources and Services

A How-To-Do-It Manual for Librarians

BY RICK ANDERSON

This invaluable new guide helps you master the "art" of vendor relations and avoid the headaches of licensing and contracting for materials. Anderson helps you identify potential vendors and select the best one for your library's needs, negotiate the license agreement and terms of service, avoid disputes — or end them quickly and amicably when they occur. You will find practical advice on handling sales calls, returns, issuing RFPs, and much more! Special chapters cover tracking vendor performance, dealing with unsolicited materials, and switching vendors. Incorporating changes brought on by the Internet and electronic practices, this is the first comprehensive examination of vendor relations in more than a decade!

ISBN 978-1-55570-480-3. 2004. 8 1/2 x 11. 169 pp. \$55.00.

Cataloging and Organizing Digital Resources

A How-To-Do-It Manual for Librarians

BY ANNE M. MITCHELL AND BRIAN E. SURRAT

"...An excellent resource for libraries to learn how to better manage their digital collections...particularly for librarians that face the tremendous challenges of managing and organizing digital resources and are at the beginning of that process. This book's appearance is just in time for libraries looking for related solutions."

Technical Services Quarterly

"Useful to librarians seeking a broad survey of the online information territory and how it can be managed." Booklist



Looking to add online and other electronic resources to your library's catalog? Help is here! Organizing, managing, and making a wide variety of resources accessible can be a daunting task. This timely manual shows the best solution for online

integration of collection development, acquisition, description, organization, and administration. Problematic areas such as copyright considerations, Dublin Core metadata creation, user interface design, access control, hardware and software selection, and more are addressed. Mitchell and Surra guide you through a step-by-step process of analyzing, recording and organizing the bibliographic data of online content and best practices for cataloging electronic monographs, serials, integrated resources and digitized collections.

ISBN 978-1-55570-521-3. 2005. 8 1/2 x 11. 292 pp. \$75.00.

Essential Cataloging

BY J.H. BOWMAN

"An easy-to-understand and well-illustrated guide to help library and information students and professional librarians..." Library Journal

Would you like a simple companion to help decipher the cataloguing process?

Bowman covers descriptive cataloging and has designed this book as a simple companion to AACR2. This book shows you the easiest route using comparatively few of the rules. Put this on your "must have" list if you are a library school student or a beginning cataloger.

ISBN 978-1-85604-456-1. 2002. 7 1/2 x 9 1/2. 216 pp. \$59.95.

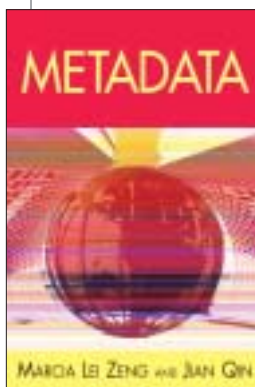


NEW

Metadata

BY MARCIA LEI ZENG & JIAN QIN

A metadata textbook with the learner in mind.



In this new, authoritative textbook, internationally recognized metadata experts Zeng and Qin have created a comprehensive primer for advanced undergraduate, graduate, or continuing education courses in information

organization, information technology, cataloging, digital libraries, electronic archives, and, of course, metadata.

Instructors seeking a text that covers the theory as well as the how-to's of application design, implementation, and evaluation will find it here. An outcome-based approach lets

learners with different orientations adapt their new knowledge and skills to any domain. Examples and practice problems focus on tasks typical to all metadata application projects. Other useful features include sample problems with solutions, quizzes, hands-on tutorials, and a recommended reading list at the end of each chapter. A companion digital library on CD-ROM for instructors includes quizzes, answer keys, and additional exercises.

An ideal classroom tool, this book works equally well for self-guided study. Individual modules can stand alone, for reference on an as-needed basis, when transitioning from traditional cataloging to compilations of metadata for locally created resources and websites, for example. Or you can study metadata systematically, module by module. Regardless of your approach, this book is the ideal guide to metadata for both students and working information professionals.

ISBN 978-1-55570-635-7. 6 x 9. 225 pp. \$65.00.

Essential Classification

BY VANDA BROUGHTON

"A rare and wonderful accomplishment... Broughton's book is wonderfully direct." Technicalities

Here's an essential resource for better serving your users by better understanding and implementing library classification schemes. This manual teaches readers to analyze and describe resources; implement classification schemes based on the needs and purposes of researchers; create controlled indexing languages; understand retrieval systems; and more. The characteristics of the major schemes of classification and their suitability for different needs are discussed.

ISBN 978-1-55570-507-7. 2004. 6 x 9. 324 pp. \$65.00.



Essential Dewey

BY J.H. BOWMAN

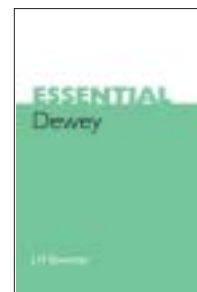
"I learned several things I hadn't known before and had certain questions clarified for me. I would recommend this book as a text for cataloging classes and also for anyone who wants a quick and easy refresher on how to use DDC." Technical Services Quarterly

"An excellent addition to any cataloger's bookshelf... highly recommended." Public Libraries

Here's hard-working help for novice and out-of-practice classifiers. With this practical guide, you'll learn how to use the Dewey Decimal Classification to organize resources... helped all along the way with Bowman's engaging and direct style. After a thorough introduction to the structure and content of

the system, readers then work through examples based on real titles, with fully worked out answers and clear explanations. Chapters cover how to classify simple subjects, number building, preference order, exceptions, special subjects, coping with difficult or hard-to-classify items, WebDewey, and more.

ISBN 978-1-55570-544-2. 2005. 6 x 9. 192 pp. \$59.95.



Cataloging & Classification

NEW**KidzCat**

A How-To-Do-It Manual for Cataloging Children's Materials and Instructional Resources

BY DEBORAH J. KARPUK

This user-friendly introduction to the basics of cataloging children's materials will help you and your staff keep your collections organized, accessible, and manageable. In 13 information-packed chapters, Karpuk covers everything you need to know about cataloging — description, authority control, automation systems and retrieval, MARC, subject headings, classification, and more. Each chapter includes illustrative exercises (with answers) to



help librarians learn to catalog their most important and popular resources, like board and picture books; sound recordings and audio books; DVDs; computer programs and electronic games; multimedia kits; series books; and children's Web sites, internet portals, and online resources. Additional coverage includes outsourcing, local policy issues, future directions, and more. This is an essential resource for both new and seasoned librarians charged with cataloging children's materials.

ISBN 978-1-55570-590-9. 2008. 8 1/2 x 11. 163 pp. \$59.95.

NEW**Essential Library of Congress Subject Headings**

BY VANDA BROUGHTON

Here's a crucial resource for anyone unfamiliar with Library of Congress Subject Headings.

This book provides not only their background and history but also their advantages and their limitations. You'll learn the forms of entry, subject heading lists, main headings, compound headings, name headings, headings for literature, art, music, history and law, and subject headings in the online environment.

No prior knowledge or experience of subject cataloging is assumed. This is an indispensable guide to LCSH for practitioners and students alike.

ISBN 978-1-55570-640-1. 2008. 192 pp. paperback. \$59.95.

**NEW****Organizing Information**

From the Shelf to the Web

BY G.G. CHOWDHURY AND SUDATTA CHOWDHURY



Today's library and information professionals must be conversant with organizing all forms of information — from books on the shelf to objects in digital libraries to Web sites. This innovative new text guides readers through the organization of the

broad spectrum of information. Coverage includes cataloging and classification; metadata; information architecture; bibliographic formats; subject indexing and vocabulary control; organization of digital information; markup languages; and more. This new text is ideally suited for library and information science courses or as a resource for professionals who need to understand the various tools and techniques necessary to master information organization.

ISBN 978-1-85604-578-0. 2007. 6 x 9. 384 pp. \$95.00.

**Cataloging Nonprint and Internet Resources**

A How-To-Do-It Manual for Librarians

BY MARY BETH WEBER

This comprehensive guide will provide you with invaluable insight into cataloging resources such as DVDs, networked electronic files, Web sites and home-pages, databases, and more. This "how-to" is packed full of examples, illustrations, and rule interpretations from AACR2R, which address visuals, sound recordings, computer files, multimedia materials, microforms, and a wide variety of Internet resources.

ISBN 978-1-55570-435-3. 2002. 8 1/2 x 11. 379 pp. \$65.00.



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- *Managing Student Assistants*, page 22
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- *Using Benchmarking, Needs Assessment, Quality Improvement, Outcome Measurement, and Library Standards*, page 32
- *Building Digital Libraries*, page 45
- *KidzCat*, page 48
- *Records Management*, page 50
- *Securing Library Technology*, page 56
- *Using XML*, page 58

Preservation & Digitization

Digital Imaging

A Practical Handbook

BY STUART D. LEE

This practical and comprehensive handbook takes you step by step through the digitization process, including the specifics of digitization technology and decision-making factors facing libraries of every size and type. Chapters cover: assessing collections; digitization techniques; metadata; archiving and preservation; image, text and project management.

ISBN 978-1-55570-405-6. 2001. 6 x 9. 192 pp. \$55.00.



Digital Preservation

EDITED BY MARILYN DEEGAN AND SIMON TANNER



This new resource covers every aspect and view of the complexities of preserving information in new digital formats. Chapters written by experts cover formats, authenticity, preservation strategies, international trends, Web archiving, metadata,

institutional policies, and the comparative costs of preservation projects. Real-world examples are used to show how to apply the recommended techniques and strategies in actual practice. This is an indispensable guide for information managers, librarians, archivists, and students of information science.

ISBN 978-1-85604-485-1. 2006. 6 x 9. 224 pp. \$99.95. ⓘ

Digitizing Collections

Strategic Issues for the Information Manager

BY LORNA HUGHES

Hughes covers what to digitize and how, costs and benefits, management of projects, collaboration, digitization of printed documents, imaging, full-text conversion, sustainable delivery methods, and more.

ISBN 978-1-85604-466-0. 2004. 6 x 9. 288 pp. \$85.00. ⓘ



Preservation Management for Libraries, Museums, and Archives

EDITED BY G.E. GORMAN AND SYDNEY SHEP

Libraries, archives, and museums have the tremendous responsibility of preserving cultural materials — including the new challenge of preserving born-digital artifacts. This new text offers cutting-edge guidance for the sustainability of collections, including collection management; policy planning; access versus preservation; relevance and use of materials; funding and sustainability of programs; specialist training; digitization; community involvement and promotion; standards; and more. Leading experts from around the world share the latest information in this important guide to managing preservation.

ISBN 978-1-85604-574-2. 2006. 6 x 9. 304 pp. \$125.00. ⓘ



Archiving Websites

A Guide for Information Management Professionals

BY ADRIAN BROWN

The Internet is home to a wealth of information, but its lack of permanence makes it a frustrating authoritative resource for both professionals and users. This important guide is the first to offer practical guidance to those who need to collect and preserve specific elements of the web — from national domains or individual subject areas to an organization's own Web site. Coverage includes the development of web archiving; selection policies; collection methods; quality assurance; preservation; delivery to users; optimizing Web sites for archiving; managing programs; and more. This is an important resource for librarians, web designers, policy-makers, and records managers.

ISBN 978-1-85604-553-7. 2006. 6 x 9. 256 pp. \$99.95. ⓘ



NEW

Preserving Archives

BY HELEN FORDE

The survival of our cultural heritage is dependent on the survival of fragile materials in archives around the world: paper, parchment, photographs, audio recordings, videos, and, most recently, magnetic and optical formats. This thorough introduction helps librarians and archivists plan a preservation strategy and respond to the most pertinent threats to collections. Key topics covered include standards and policies; assessment; digital preservation; facility design; storage, handling, and transportation; disaster planning; exhibiting materials; access; and creation and use of copies or surrogates. Here is a comprehensive and practical guide to preserving your most valuable collections.

ISBN 978-1-85604-577-3. 2007. 6 x 9. 224 pp. \$99.95. ⓘ



Building Digital Archives, Descriptions, and Displays

A How-To-Do-It Manual for Archivists and Librarians

BY FREDERICK STIELOW

Noted archivist and library educator Frederick Stielow provides a comprehensive guide to efficiently adding content to the Web — and to creating Web-based descriptions and finding aids that will draw surfers to the library's, museum's, or other repository's Web site. Stielow addresses:

- SGML, XML, and EAD (Encoded Archival Description) approaches to description
- Descriptive standards such as the Dublin Core and Open URL
- Options for capturing images, sounds, and video resources
- Automated techniques for converting optical characters
- Integrating digital archives (and their associated records) with turnkey library automation systems
- Policymaking for digitizing and posting content to the Web

Here is the ideal primer for project management and the perfect general guide for managing digital archives.

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BY GREGORY S. HUNTER

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ISBN 978-1-55570-353-0. 2000. 8 1/2 x 11. 185 pp. \$65.00.

Book Repair A How-To-Do-It Manual for Librarians, Second Edition

BY KENNETH LAVENDER

ISBN 978-1-55570-408-7. 2001. 8 1/2 x 11. 293 pp. \$69.95.

Archives & Records Management

NEW

Leading and Managing Archives and Records Programs

Strategies for Success

EDITED BY BRUCE W. DEARSTYNE



Success stories from top leaders in archives and records management.

Bruce Dearstyne, one of the profession's most influential educators, has gathered fourteen prominent leaders with proven track records in archives and records management. They reveal the secrets of their success and lay

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Representing programs at government, for-profit, and non-profit organizations, authors include: Edie Hedlin, former Archivist of the

Smithsonian Institution; Phil Mooney, Archivist, Coca Cola Company; Eugenia Brumm, former Records Manager, Abbott Labs and now Director in the Legal Operations Consulting area at Huron Consulting Group; and more.

Read this book to see expert management strategies at work and to understand the "why" and "how" of excellent programs. You will come away with better solutions for all things management — from writing effective mission statements to gauging and responding to the market for services. The authors give candid, fascinating accounts of their leadership style and its impact in shaping and directing a program, of dealing with institutional change, overcoming enormous budgeting and human resources challenges — and much more.

Giving lie to the adage that "leaders are born, not made," this collection offers practical wisdom and useful advice that will help you take your leadership skills to the next level. ISBN 978-1-55570-615-9. 2008. 6 x 9. 320 pp. \$75.00.

Archives & Archivists in the Information Age

BY RICHARD J. COX

"Readers looking for a thought-provoking analysis of professional issues facing archives and archivists will find much beneficial and practical information from this work." ARBA

In today's information world, the importance and need for archival collections and professionals to care for them is critical. Noted professor and author Richard J. Cox provides insight into the new tasks, responsibilities, and considerations for archival management. He examines the role of archival collections in public scholarship, distance learning, and the digital era. He explores the need for modern organizations that collect historical materials. Chapters guide you through the creation of job descriptions and the hiring of archivists and consultants. Cox delineates the role of the archivist in the knowledge age, the profession's changing credentials and specialties, and the growing base of knowledge found in the field's scholarly works. Instructive and timely, this guide is essential for anyone interested in the important roles archivists play in modern institutions and the information profession.

ISBN 978-1-55570-530-5. 2005. 6 x 9. 325 pp. \$85.00.



NEW

Records Management

A How-To-Do-It Manual

BY GREGORY S. HUNTER



Every organization — business, government, academic, and non-profit — produces a vast number of records that must be stored, preserved, and accessed in order to comply with legal requirements as well as help the organization function. Gregory Hunter

— author of the classic guide *Developing and Maintaining Practical Archives* and an experienced records management professional and educator — now provides a systematic way to approach this critical need. He shows how to:

- Identify the records generated by your institution
- Format documents with micrographics or digital imaging

- Develop listings, retention schedules, and disposition policies imaging
- Design and operate storage facilities
- Administer electronic records
- Mark vital records — those necessary to restart business in case of a disaster
- Comply with legal mandates

This is a unique manual that will be required reading for students and professionals — anyone who needs to know the basics of records management.

ISBN 978-1-55570-539-8. 2008. 8 1/2 x 11. 250 pp. \$75.00.

Developing and Maintaining Practical Archives

A How-To-Do-It Manual, Second Edition

BY GREGORY S. HUNTER

Winner of the Society of American Archivists' (SAA) Waldo Gifford Leland Award!



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This new edition has been completely updated and expanded to include crucial new information on digital records, archival encoding descriptions, copyright issues, post-9/11 security concerns,

and international perspectives on these issues — content that makes this manual essential for archivists of all backgrounds. Setting up archives, appraisal and accessioning, acquisition strategies and policies, arrangement description, reference and access, preservation, and electronic records are just some of the topics covered.

ISBN 978-1-55570-467-4. 2003. 8 1/2 x 11. 457 pp. \$65.00.

Ethics, Accountability and Recordkeeping in a Dangerous World

BY RICHARD J. COX



Archives and records repositories are the safe havens of information. But modern influences such as privacy, intellectual property disputes, and ever-changing technologies threaten the integrity of the profession's work.

In this new volume, noted educator and practitioner Richard J. Cox examines the controversial issues that are shaping archives and records management programs and challenging the ethical codes and responsibilities of professionals. The thought-provoking chapters explore public interest and institutional loyalty; authority and electronic records; government information and political papers; changing technology; and more. Always forward-thinking and insightful, *Ethics, Accountability, and Recordkeeping in a Dangerous World* provides valuable guidance for archivists and records manager wrestling with the big issues of the profession.

ISBN 978-1-85604-596-4. 2006. 6 x 9. 256 pp. \$115.00.



Managing Electronic Records

EDITED BY JULIE MCLEOD AND CATHERINE HARE



As organizations conduct more and more of their business via e-mail, intranets, and the Web, records managers will be challenged to find new ways to collect and preserve their organizations' most important documents.

This new text covers both the theory and practice of managing electronic records. The authors explain the strategies, systems, and procedures necessary for creating, organizing, and retaining records. Metadata creation and use; technologies for record-keeping; change management; standards; legal and ethical issues; research and development; and much more are covered in detail. This is an important text for records professionals and students, as well as information professionals, technology specialists, and administrators at organizations interested in retaining and properly accessing their records.

ISBN 978-1-85604-550-6. 2005. 6 x 9. Hardcover. 272 pp. \$89.95.

COLLECTION BUILDING Archives & Records Management

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Understanding Data and Information Systems for Recordkeeping

BY PHILIP C. BANTIN

Content management systems, data warehouses, relational databases — the ways an institution can organize and store its information are changing rapidly. Here is a comprehensive guide to the new technologies that can help us better organize vital documents and information for preservation, search, and retrieval. Bantin looks at the major types of resources — relational databases; data warehouses; and content,



document, and knowledge management systems — and the ways each captures, stores, and manages records. Each system is evaluated in light of its ability to manage digital content over the long-term. Bantin also offers suggestions for adapting turnkey systems to better serve organizational needs, tips for implementing systems assessment, and

guidance for ensuring systems comply with legal requirements. This is an essential resource for any organization interested in utilizing technology to better maintain its organizational records and data.

ISBN 978-1-55570-580-0. 2007. 6 x 9. 200 pp. \$75.00.

NEW

Management Skills for Archivists and Records Managers

BY ELIZABETH SHEPHERD AND KAREN ANDERSON



Archivists and records managers encounter unique management issues in their day-to-day work. This new guide helps professionals develop skills that will enhance both their own satisfaction with their

work and the satisfaction of their employer or parent organization. Written by leaders in the field, each chapter draws from current thinking and theory while still providing practical advice. Coverage includes key aspects of managing archives and records repositories, such as long range planning; project management; budgeting; staff supervision; performance assessment; advocacy; and training and development. The practical advice is supported by real-world scenarios and examples. This guide is an ideal resource for students, new professionals, or newly promoted managers.

ISBN 978-1-85604-584-1. 2008. 6 x 9. 256 pp. Hardcover. \$95.00.

NEW

Planning and Implementing Electronic Records Management

BY KELVIN SMITH

As organizations make the transition to electronic records management, there is a growing need for straightforward, practical guidance on how to prepare for this transition — and this book provides just that. A must-have for records managers and archivists, this book also covers cost-benefit analysis, testing new systems, training users, and managing hybrid records.

ISBN 978-1-85604-615-2. 2007. 6 x 9. 192 pp. \$115.00.



Managing Records

A Handbook of Principles and Practice

BY ELIZABETH SHEPHERD AND GEOFFREY YEO

This step-by-step handbook covers understanding records management, analyzing your record keeping needs, designing a system to meet those needs, creating and capturing records, setting retention and disposal

criteria, maintaining records and assuring integrity, providing access and controlling use, and practical business and managerial issues.

ISBN 978-1-85604-370-0. 2003. 6 x 9. 336 pp. \$89.95.



Knowledge & Information Management

NEW

Health Informatics for Medical Librarians

BY ANA D. CLEVELAND AND DONALD B. CLEVELAND

✓ MLA

A comprehensive new text from renowned health experts



The first book on health informatics written specifically for information professionals, this text helps you grasp the fundamentals of a rapidly emerging field and describes how medical libraries can be essential players in the health informatics revolution.

Opening chapters describe the history, role, and infrastructure of medical informatics as well as its impact on access to medical information and the

culture and quality of medical care. Chapters on the organization of medical knowledge and the use of information technology tools in the health sciences follow—from data and information processing to database management, telecommunications and networks, computer-aided instruction, and special technologies like wearable computers. The last part of the book addresses specific applications, education, and the evolving future of health sciences informatics. All major arenas — including nursing, pharmaceutical, dental, public health, hospital, and veterinary informatics — are considered in detail.

Written for use in LIS courses on health informatics and medical librarianship, this is also an ideal text for undergraduate or graduate-level courses in biomedical information management. A must-have for every medical or health library and information center, corporate libraries in biomedical and pharmaceutical companies will also find this book to be an invaluable resource.

ISBN 978-1-55570-627-2. 2008. 6 x 9. 300 pp. \$90.00.

Introduction to Modern Information Retrieval

Second Edition

BY G.G. CHOWDHURY

“Although this title is primarily for students, practitioners will appreciate the author’s comprehensive approach to the topic.” American Libraries



New technology now allows the design of sophisticated information retrieval systems that not only analyze, process, and store data, but also retrieve specific resources matching a particular user’s needs. This clear and practical text relates

the theory, techniques, and tools critical to making information retrieval work. Chowdhury’s coverage is comprehensive and includes classification, cataloging, subject indexing, abstracting, and vocabulary control; CD-ROM and online information retrieval; multimedia, hypertext, and hypermedia searching; expert systems and natural language processing; user interface systems; Internet,

World Wide Web, and digital library environments. Illustrated with many examples and comprehensively referenced for an international audience, this is an ideal textbook for students of library and information studies and those professionals eager to advance their knowledge of the future of information.

ISBN 978-1-85604-480-6. 2004. 6 x 9. 480 pp. \$89.95.



Digital Futures

Strategies for the Information Age

BY MARYLIN DEEGAN AND SIMON TANNER

This guide shows librarians how-to locate and integrate electronic resources and manage the technologies necessary for

their use. Additional coverage explores the reasons for digitization and the steps towards developing digital collections.

ISBN 978-1-55570-437-7. 2002. 6 x 9. 276 pp. \$65.00.

Evidence-Based Practice for Information Professionals

A Handbook

EDITED BY ANDREW BOOTH AND ANNE BRICE

“This text makes a useful and significant contribution to the evidence-based field of literature.” Journal of the Medical Library Association

Many librarians are now finding that evidence-based practice — the integration of research findings into everyday actions — can improve everyday routines and personal performance. Readers learn the process of evidence-based practice

— identifying a problem, finding evidence to address the problem (from the literature and/or conducting mini-research studies), applying the findings, and evaluating the outcome. Contributions from leading professionals provide real-world case studies for specific library practices, including reference service and staffing, management and professional development, education and training, collection development, database and interface use, space planning, and more.

ISBN 978-1-85604-471-4. 2004. 6 x 9. 224 pp. \$99.95.



Exploiting Knowledge in Health Services

EDITED BY GRAHAM WALTON AND ANDREW BOOTH

Through twenty-one chapters, leaders in health information show novice and experienced librarians how better to serve their organizations by better managing health information, including responding to changes in the health care structure; improving knowledge management skills; managing projects; and creating portals, gateways, and Web sites.

ISBN 978-1-85604-479-0. 2004. 6 x 9. 256 pp. \$125.00.



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NEW

Knowledge and Information Management

The DNA of success

BY ANGELA ABELL AND SANDRA WARD

Learn how combining KM and IM breeds success!




This action-oriented guide will help organizations identify, develop, and capitalize on the interdependence between knowledge management and information management. In-demand consultants Abell and Ward show readers how to form new and better

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- Architectures: connecting people to people, people to information, and people to tools
- Expertise: standards, processes and policies
- Understanding value in organizations
- Information governance: roles and responsibilities – the challenge of leadership
- Staying ahead: continuing competitive advantage
- The sustainability agenda: the challenge of the changing workforce and organizational structures.

Information managers, students and researchers will find this book highly useful.

ISBN 978-1-85604-628-2. 2008. 296pp. \$125.00. 

Information Architecture

Designing Information Environments for Purpose

BY ALAN GILCHRIST AND BARRY MAHON
PREFACE BY PETER MORVILLE

"Librarians interested in staying on the cutting edge of technology, specifically web site design, will welcome this volume." *Library Journal*

"If you're designing complex databases or Web presences, you'll learn about some exciting developments." *Information Today*

This timely book, introduced by Peter Morville — widely recognized as a founding father of information architecture — helps professionals design information systems within a framework or "architecture." Chapter authors describe and analyze every phase of the building process — the design environment; hardware, networks, and software; knowledge representation (including taxonomies, classifications, and thesauri); interoperability (including standards and markup languages); and user interfaces, including usability and findability. The roles of general management, computing personnel, and information professionals as joint owners of the information architecture are analyzed. This state-of-the-art guide will appeal to librarians, knowledge managers, and information studies students.

ISBN 978-1-55570-493-3. 2004. 6 x 9. 256 pp. \$75.00.

Introducing Information Management

An Information Research Reader

EDITED BY TOM WILSON AND ELENA MACEVICIUTE

The importance of information management has exploded in recent years — both as a unique discipline within library and information science and as a prerequisite for many of today's top jobs. This comprehensive volume introduces the reader to the common topics and methodologies used in information management, including information behavior; environmental scanning and decision-making; knowledge management; and strategic planning. Special sections focus on the business information culture; organizational assessments; information systems and strategies; and information management in healthcare. This is an ideal textbook for students of library and information science as well as professionals eager to take on the new challenge of managing information in organizations.

ISBN 978-1-85604-561-2. 2005. 6 x 9. 276 pp. \$99.95.



Scholarly Publishing in an Electronic Era

International Yearbook of Library and Information Management 2004-2005

EDITED BY G.E. GORMAN

Changes in the distribution of new academic and scientific knowledge have altered scholarly publishing and the very nature of what college, university, and other research libraries collect. This comprehensive text explores new and emerging trends in scholarly publishing, libraries' perspectives of publishing, usability of electronic publications, the effects of open access on information dissemination, the promise of self-archiving publications, the transformative potential of e-books, the changing economics of publishing, and its relationship to scholarly communication. The contributors have created a valuable resource for navigating publishing's current landscape and its relationship to the future of information.

ISBN 978-1-85604-536-0. 2004. 6 x 9. 384 pp. \$175.00.



The Information Society

A Study of Continuity and Change, Fourth Edition

BY JOHN FEATHER

Praise for previous editions:

"A masterly, sweeping study." *Education for Information*

"It should be a must on all library and information science course lists." *Journal of Documentation*

What is information? Who are the information-rich and who are the information-poor? How can there be equality of access for users in light of the economic and cultural pressure that is placed upon information gatherers and keepers? In analyzing the different threads that make up the information society, John Feather looks at the ethics of information transfer in the context of the social relationship between the citizen and the state. This questioning, open-minded look at the information profession and its break-out from the traditional boundaries of librarianship will interest all information providers. It is also invaluable for students on courses in information, librarianship, and communication studies, where an understanding of the nature of the information society is an essential underpinning of more advanced work.

ISBN 978-1-85604-497-4. 2004. 6 x 9. 276 pp. \$59.95.



Knowledge & Information Management

NEW

Fundamentals of Information Studies

Understanding Information and its Environment, Second Edition

BY JUNE LESTER AND WALLACE C. KOEHLER, JR.

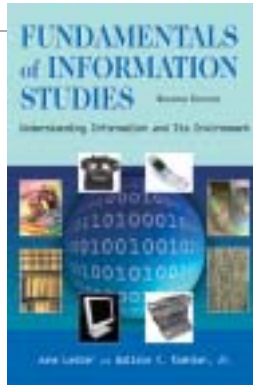
With companion Web site.

Praise for the previous edition:

"Any library practitioner who ever considered cobbling together a similar course will understand that information textbooks are as rare as golden hen's eggs and they will no doubt appreciate this work's focus, balance, and organization."

The Journal of Academic Librarianship Lester and Koehler have vastly revised and expanded this brand new edition of the first textbook geared towards undergraduate information studies to

approach the field from a multidisciplinary perspective. The book's fourteen chapters begin with "The Impact of Information in Society" and "Fundamental Concepts of Information"; look at "The Information Professions" and "The Impact of Information Cultures and Societies"; and conclude with "Information Ethics" and "Information Futures." Appropriate emphasis is placed throughout on the history and development of information technology.



Every chapter has been thoroughly updated and revised. Expansions include two whole new chapters, one on user behavior and the second on information, power, and society; five other chapters have been substantially expanded. In addition, the authors have added two new features: "A Learning Guide" precedes each chapter and an "Information Idea" draws attention to the application of the chapter's concepts in the real world.

ISBN 978-1-55570-594-7. 2007. 6 x 9. 444 pp. \$65.00.

Instructors: Adoption of *Fundamentals of Information Studies* entitles you to a free set of quizzes specifically designed and created by the authors to enhance and support instruction. Contact info@neal-schuman.com for more information.

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Implications for Information Professionals

BY HARRY M. KIBIRIGE
ISBN 978-1-55570-208-3. 1996. 6 x 9. 221 pp.
\$59.95.

Information Brokering

A How-To-Do-It Manual

BY FLORENCE M. MASON AND CHRIS DOBSON
ISBN 978-1-55570-342-4. 1998. 8 1/2 x 11. 145 pp.
\$59.95.

Leading the Wired Organization

The Information Professional's Guide to Managing Technological Change

BY MARK STOWER
ISBN 978-1-55570-357-8. 1999. 6 x 9. 362 pp.
\$59.95.

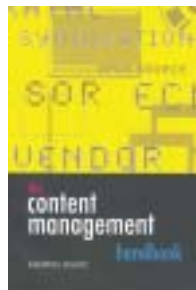
Managing Information for the Competitive Edge

EDITED BY ETHEL AUSTER AND CHUN WEI CHOO
ISBN 978-1-55570-215-1. 1996. 6 x 9. 554 pp. \$99.95.

The Content Management Handbook

BY MARTIN WHITE

"The information that White has distilled is compact and to the point and is well designed to allow an individual tasked with developing a content management strategy and solution to quickly understand the key issues and strategies." *Booklist*



Content management systems facilitate providing the right information to the right user. These integrated systems allow libraries and other information organizations to create, organize, share, and publish documents and materials; thus, they are

among today's hottest information technologies. This essential new handbook provides step-by-step guidance for developing needs specification statements; selecting and implementing content management system software (CMS) — open source, proprietary, and internally built; managing vendor selection; and assessing and improving systems. This manual will be of value to all professionals involved in their library's technology decisions.

ISBN 978-1-85604-533-9. 2005. 7 1/2 x 9 1/2.
Hardcover. 224 pp. \$99.95.

Essential Thesaurus Construction

BY VANDA BROUGHTON



This practical text helps practitioners develop effective thesauri for individual resources, databases, or entire content management systems. As she did in her critically-praised *Essential Classification*, Broughton adopts a practical and easy-to-understand approach to

her subject. She demonstrates the importance of thesauri, taxonomies, and similar classification systems to the management of information. Readers learn:

- What a thesaurus is and how it can be used
- The structure, vocabulary, internal and external relationships of a thesaurus
- Its systematic construction and maintenance
- Software options for building thesauri

Librarians, archivists, content managers, information professionals, and students will learn much from this practical guide.

ISBN 978-1-85604-565-0. 2006. 6 x 9. 256 pp. \$75.00.

Libraries Without Walls 6

Evaluating the Distributed Delivery of Library Services

EDITED BY PETER BROPHY, JENNY CRAVEN, AND MARGARET MARKLAND

"...A great addition to any library, particularly academic...It reflects how and what we are doing with not only our non-traditional users, but also with those who simply choose to work as they wish — in or out of our facilities, and with or without our services."

Journal of Access Services

As more and more libraries provide services for distance and remote patrons, the simple question remains: How do we know whether these services are having a positive impact on users? This new collection, drawn from the sixth Libraries Without Walls Conference, explores the issues of assessment, evaluation, and improvement of services. Chapters focus on user perceptions, the remote/distance experience, approaches to service evaluation, qualitative assessment, usability and accessibility standards, outcome measurement, and the impact of services. This innovative and forward-thinking collection will enable library managers and information professionals to keep abreast of the latest developments in this vital area of librarianship.

ISBN 978-1-85604-576-6. 2006. 6 x 9. 288 pp. \$125.00.



Supporting E-Learning

A Guide for Library and Information Managers

EDITED BY MAXINE MELLING

Librarians are often called upon to deliver electronic content and support distance instruction programs. Here is a management guide designed to help professionals plan and provide quality services for virtual learners. Chapters explain the fundamentals of online instruction and outline the benefits and challenges of this new area of library service. Key topics covered include building and managing electronic collections; providing support and training for new media and technology; e-literacy; change management; building instructional partnerships; and more.

ISBN 978-1-85604-535-3. 2005. 6 x 9. 256 pp. \$99.95.



Developing Web-Based Instruction

Planning, Designing, Managing, and Evaluating for Results

EDITED BY ELIZABETH A. DUPUIS
INTRODUCTION BY CHERYL LAGUARDIA

Elizabeth A. Dupuis, creator of the famous TILT (Texas Information Literacy Tutorial) site, and 15 experts — including Susan Curzon, Trudi Jacobson, Clara Fowler, and Scott Macklin — discuss the best techniques for delivering Web-based instruction in this unique and practical manual. Chapters cover timing; budgeting; teamwork and partnerships; content development, organization and design; usability testing, statistics, and metrics; and assessment.

ISBN 978-1-55570-428-5. 2003. 6 x 9. 225 pp. \$75.00.

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INFORMATION TECHNOLOGY Distance Learning and Remote Users

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Going the Distance

Library Instruction for Remote Learners

EDITED BY SUSAN J. CLAYTON

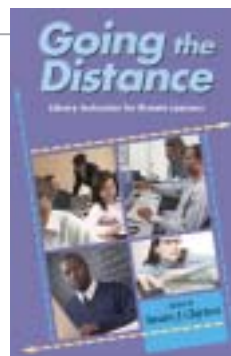
"A comprehensive and informative resource for planning all manner of online library instruction... It is highly recommended for public and academic libraries." *Catholic Library World*, June 2007

"Librarians and library-school students will find the book useful." *Booklist*, May 1, 2007

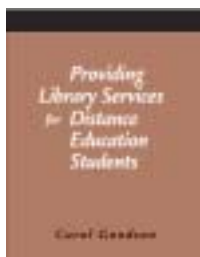
As more and more students are completing their college degree without ever setting foot on the main campus, libraries must now find new and innovative ways to serve virtual and remote users. In this timely collection, Susan Clayton brings together over 20 experienced distance instruction librarians from across the country — Western Washington University, University of Wisconsin-Madison, University of Illinois, Southeastern Louisiana University, University of North Carolina —

to share their effective strategies for designing, delivering, collaborating, and assessing distance instruction. Coverage explores scheduling and marketing classes; utilizing virtual classroom software, online tutorials, and Web tools; collaborating with faculty and information technology professionals; and more. This unique collection provides the advice and best practices to help you go the distance — whether creating an introduction to library research or supporting faculty in advanced courses — and take the library to where your users are.

ISBN 978-1-55570-592-3. 2007. 6 x 9. 239 pp. \$65.00.



Providing Library Services for Distance Education Students



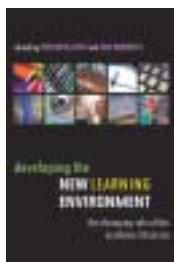
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BY CAROL GOODSON

This comprehensive and highly readable guide provides everything you need to begin designing and administering distance programs —

an overview of distance education delivery systems and trends; accreditation; collaboration; staffing and space planning models; contracts and cooperative service agreements; reference, instructional, legal, and ethical issues; and marketing and public relations tips.

ISBN 978-1-55570-409-4. 2001. 6 x 9. 256 pp. \$65.00.



Developing the New Learning Environment

The Changing Role of the Academic Librarian

EDITED BY PHILIPPA LEVY AND SUE ROBERTS

The 21st Century learning environment includes distance education, remote services, increased diversity, cross-campus collaborations, and much more. This new guide, composed by experts in the field, develops skills for the

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A How-To-Do-It Manual for Librarians

EDITED BY DONNELLYN CURTIS

ISBN 978-1-55570-436-0. 2002. 8 1/2 x 11. 269 pp. \$65.00.

The Browsable Classroom

An Introduction to E-Learning for Librarians

BY CAROLYN B. NOAH AND LINDA W. BRAUN

ISBN 978-1-55570-425-4. 2002. 6 x 9. 171 pp. \$55.00.

E-Learning and Teaching in Library and Information Services

BY BARBARA ALLAN

ISBN 978-1-85604-439-4. 2002. 6 x 9. 273 pp. \$85.00.

numerous new roles that academic librarians must play: information manager, instructor, technology supporter, researcher, designer, and more. Chapters bring best practices, advice, and guidance to both new and seasoned librarians. Key areas covered include providing instructional support; creating and working in teams; responding to e-learning initiatives; information literacy education; managing learning support services; and more.

ISBN 978-1-85604-530-8. 2005. 6 x 9. 256 pp. \$99.95.



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Technology and Software

NEW

The Complete RFID Handbook

A Manual and DVD for Assessing, Implementing, and Managing Radio Frequency Identification Technologies in Libraries

BY DIANE MARIE WARD

To RFID —

Radio Frequency

Identification — or not

to RFID is one of the hottest debates in libraries today. This practical and straightforward manual lays out all the information you need to make a decision about whether or not RFID belongs in your library — and how to select a vendor and implement the technology if the answer is yes. Diane Marie Ward, one of the nation's foremost experts in this area, shows you how to:

- Develop a plan for specific types of libraries (public, academic, special, government, and more)



- Solicit a request for proposal
- Work with vendors
- Implement and maintain your system
- Assure patron privacy
- Market new services
- Educate staff and patrons

Assess the success of your program This easy-to-understand manual includes detailed information on both equipment (tags, readers, security gates, networks) and uses (inventory, self-check in and out, material handling and sorting, security). The companion DVD demonstrates the technology's use in libraries that have already implemented it and can be used for both presentations to decision-making boards and committees, as well as a staff training tool. ISBN 978-1-55570-602-9. 2007. 8 1/2 x 11. 350 pp. Book and DVD. \$75.00.

Wireless Networking

A How-To-Do-It Manual for Librarians

BY LOUISE E. ALCORN AND MARYELLEN MOTT ALLEN

"This book is a must purchase for any library that is considering installation of a wireless network. It will save many hours of work and aggravation." Portal

"Louise E. Alcorn and Maryellen Mott Allen walk you through the process..." American Libraries

"Anyone in a small library of any kind considering the installation of a wireless network would be well advised to get this title as a part of the project cost. It will soon be marked up and dog-eared, and the networking project a success."

Catholic Library World, December 2006

Wireless networking has arrived and is here to stay! Here is the practical guide, written specifically for librarians, to assist you in your implementation or expansion. In these pages you will find essential background information and get the facts about why libraries should go wireless, including network topologies, protocols, and transfer rates; equipment options, costs, and advantages/disadvantages; compatibility with campus-wide initiatives and other technical concerns; interfacing with PDAs and other handheld devices; and more. For your convenience, a wide variety of planning tools are included — implementation worksheets, cost control charts, timelines, and much more.

ISBN 978-1-55570-478-0. 2006. 8 1/2 x 11. 201 pp. \$65.00.

NEW

Access and Identity Management

Controlling Access to Online Information

BY JOHN PASCHOUD
FOREWORD BY CLIFFORD LYNCH

As the price of electronic products increases and licensing restrictions become more complex, libraries must find a way to make their resources available to users but still adhere to their agreements with vendors and publishers. This practical guide is one of the first to explain the principles, technologies, and methods of access and identity management for libraries. Chapters explore the nature of electronic library resources; publisher and licensing terms; principles and definitions behind access management; authentication technologies; user identification; commercial products; and more. Paschoud supports his guidance with success stories and examples from large and small organizations. Written by an acknowledged expert, with a foreword by Clifford Lynch, this is essential reading for anyone interested in planning, implementing, and operating an access management system in their library.

ISBN 978-1-85604-588-9. 2008. 6 x 9. 256 pp. \$99.95.



NEW!

Securing Library Technology

A How-to-Do-It Manual

PAUL W. EARP AND ADAM WRIGHT

A worst-case survival handbook for protecting your library's valuable technology assets



A must-have preparedness handbook for every library and information center, this non-technical guide offers you comprehensive strategy for protecting your library's technology assets against the growing array of threats — from viruses and worms to hackers, system failures, and natural disasters. Here is a step-by-step, easy-to-implement guide for securing servers, systems, and networks against both internal and external threats.

Beginning with the fundamentals, the authors will guide you through the steps necessary to build a comprehensive security plan. You will learn how to take a detailed inventory of your library's many technology platforms and identify the threats specific to each. Next is a detailed how-to for performing a thorough needs assessment leading to clear and detailed written policies, and finally, an appropriate recovery action plan.

The authors explain the relevant technologies, security measures, and available software and hardware tools in simple terms, allowing you to see the big picture and create an effective security plan without getting bogged down in the technical details that are the province of the IT department. A carefully chosen collection of model plans and a glossary of technical terms round out this invaluable guide.

ISBN 978-1-55570-639-5. 2008. 8 1/2 x 11. 215pp. \$65.00.

Planning for Integrated Systems and Technologies

A How-To-Do-It Manual for Librarians

BY JOHN M. COHN, ANN L. KELSEY, AND KEITH MICHAEL FIELDS

"A must-have item for any libraries that are involved in the automation process." ARBA

Installing an automated system for the first time, or updating your current system? In this handy, how-to-do-it manual, you'll find invaluable information and techniques for assessing, acquiring, using, and maintaining your system. A step-by-step section on selection and implementation covers a wide variety of topics, including preparing RFPs; evaluating vendor proposals; negotiating contracts; testing; and training. Chapters cover how integrated systems can be configured to enable access to Web resources and new formats; exploring and planning for today's evolving information environment; new and emerging standards for new formats like e-books; and how to find, select, and work with a consultant.

ISBN 978-1-55570-421-6. 2001. 8 1/2 x 11. 205 pp. \$65.00.

NEW



Using Interactive Technologies in Libraries

A LITA Guide

EDITED BY KATHLENE HANSON AND H. FRANK CERVONE

Integrating new technologies into existing library services is the key to meeting user needs.

Newest in the renowned series from the Library and Information Technology Association (a division of the American Association), this cutting-edge guide provides practical advice, detailed examples, implementation ideas, and helpful forecasts for the future roles of four major interactive technologies. Librarians will find helpful information on: using Real Simple Syndication (RSS) for providing data based on disciplinary interests and across vendor platforms; developing Wikis as a replacement for static HTML pages to provide greater currency in subject guides — without the need for librarians to develop Web-authoring skills; implementing blog feeds to meet real needs such as library instruction for distance-education students; and employing podcasting as an alternate method for distributing digital media. Use this LITA Guide to incorporate the newest technologies into programs and create a high-technology profile with your library's customers.

ISBN 978-1-55570-612-8. 2007. 6 x 9. 104 pp. \$59.95.

Using PDAs in Libraries

A How-To-Do-It Manual

BY COLLEEN CUDDY

"A very fine introduction to a technological tool whose potential impact on librarianship cannot be denied." Booklist



"If your patrons know more about Personal Data Assistants (PDAs) than you do, Colleen Cuddy's guide to the world of library PDAs is for you. Buy this book to get up to speed on PDAs or to launch a new project in your library."

Medical Reference Services Quarterly

This timely guide helps librarians and information professionals understand how Personal Digital Assistants (PDAs) fit into day-to-day operations and how libraries can become more accommodating to PDA-using patrons. Cuddy provides readers with an overview of PDAs, including their history, a comparison of different makes and models, and a look ahead at their future growth. She describes their benefits — wireless capabilities, storage options, and valuable peripherals (cameras, barcode readers, cardswipes,

printers). A guide to software applications — Microsoft Word, document readers, Web browsing, and more — is included. Special sections cover developing applications; suggestions for their use in libraries — e-journals, e-books, databases; lending policies (both for PDAs and PDA-readable content); marketing and promoting services; developing instruction; privacy and security; and more. Practical and easy-to-understand, this manual demystifies PDAs and prepares professionals to harness their portable power.

ISBN 978-1-55570-543-5. 2005. 8 1/2 x 11. 145 pp. \$65.00.

Neal-Schuman Library Technology Companion

A Basic Guide for Library Staff, Second Edition

BY JOHN BURKE

"This guide truly succeeds in elucidating the complexities of library technology and should prove a welcome addition to all libraries." Booklist

"This overview will give new employees, or employees new to certain technologies a good grasp of networks, applications, storage devices, databases, search tools, blogs and Wikis, assistive technology, virtual reference, distance learning, spam and spyware, troubleshooting and more." C&RL



Stay connected with the latest library technologies and their power to improve everyday operations and outreach. In this second edition to his basic primer, John Burke offers the quintessential guide to the technology topics that matter most and he expands on new frontiers, including blogs, Wikis, and new adaptive and assistive technologies. Here, in one powerful volume, you will find everything you need to know about:

- Planning, evaluating, purchasing, and troubleshooting technologies
- Managing digital resources
- Fundamentals and tools (Internet, PCs, ILS, databases, and more)
- How to put technology to work (blogs, user authentication, distance learning, self-checkout, and more)
- Maintenance (security, troubleshooting, usability, and more)
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ISBN 978-1-55570-550-3. 2006. 6 x 9. 231 pp. \$59.95.

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Writing and Updating Technology Plans

A Guidebook with Sample Plans on CD-ROM

BY JOHN M. COHN, ANN L. KELSEY, AND KEITH MICHAEL FIELDS

ISBN 978-1-55570-365-3. 2000. 8 1/2 x 11. 101 pp.

Book and CD-ROM. \$99.95.

Creating a Virtual Library

A How-To-Do-It Manual

EDITED BY FREDERICK STIELOW

ISBN 978-1-55570-346-2. 1999. 8 1/2 x 11. 184 pp. \$65.00.

Managing the Digital Library

BY ROY TENNANT

ISBN 978-1-59429-020-6. 2004. 6 x 9. 280 pp. \$49.95.

Managing the Internet Controversy

EDITED BY MARK SMITH

ISBN 978-1-55570-395-0. 2001. 6 x 9. 226 pp. \$59.95.

Using Microsoft Access XP

A How-To-Do-It Manual for Librarians

BY E. SONNY BUTLER AND TIMOTHY R. NAPIER

ISBN 978-1-55570-442-1. 2002. 8 1/2 x 11. 289 pp. \$65.00.

Creating a Power Web Site

HTML, Tables, Imagemaps, Frames, and Forms

BY GAIL JUNION-METZ AND BRAD STEPHENS

ISBN 978-1-55570-323-3. 1998. 8 1/2 x 11. 201 pp.

Book and CD-ROM. \$125.00.

The Librarian's and Information Professional's Guide to Plug-Ins and Other Web Browser Tools

Selection, Installation, Troubleshooting

BY CANDICE M. BENJES-SMALL AND MELISSA L. JUST

ISBN 978-1-55570-441-4. 2002. 6 x 9. 171 pp. \$65.00.

Instant Web Forms and Surveys for Public Libraries

BY GAIL JUNION-METZ AND DERREK METZ

ISBN 978-1-55570-411-7. 2001. 8 1/2 x 11. 241 pp. \$99.95.

Instant Web Forms and Surveys for Academic Libraries

BY GAIL JUNION-METZ AND DERREK METZ

ISBN 978-1-55570-412-4. 2001. 8 1/2 x 11. 225 pp. \$99.95.

Instant Web Forms and Surveys for Children's/YA Services and School Libraries

BY GAIL JUNION-METZ AND DERREK METZ

ISBN 978-1-55570-413-1. 2002. 8 1/2 x 11. 263 pp. \$99.95.

INFORMATION TECHNOLOGY

Library Web Sites

NEW

Making Library Web Sites Usable

A LITA Guide

TOM LEHMAN AND TERRY NIKKEL



A librarian-friendly guide to creating user-friendly websites.

If your library's website is not as user-friendly as it could or should be, you need this book. A LITA guide, it is the most authoritative, current reference on usability testing for libraries. It gives you practical advice in clear, non-technical prose,

plus success stories from 18 academic, public, corporate, and government libraries. Read it and you will learn what usability assessments are, why they are important for libraries, why you should do them regularly, and what the most common challenges are. You will also learn all of the necessary how-tos, whats, and whys for the most common assessment techniques and how to interpret your results, document findings, and effectively communicate results and recommendations.

Usability-in-action success stories from Purdue, the University of Virginia, and Wright State University libraries; the Clinton Macomb Public Library in Michigan; the MITRE corporate library; and the library at NASA Goddard offer rare insights and practical advice for facing challenges like limited time, working within a budget, and rallying support for website changes. For library webmasters, members of library Web or usability teams, and library administrators committed to putting their patrons at the center of their website design strategy but unsure of how to begin — this book will show you how.

ISBN 978-1-55570-620-3. 2088. 6 x 9. 208 pp. \$65.00.

Portals

EDITED BY ANDREW COX

ISBN 978-1-85604-546-9. 2006. 6 x 9. Hardcover. 224 pp. \$99.95.

Portals — Web "supersites" that provide a variety of services including Web searching, news, directories, e-mail, discussion groups, links to other sites, and more — offer a whole new way of gathering information. This new collection examines the pros and cons of portals in information delivery; looks at the technology involved in their construction; details their use in different environments; and explores their value in achieving the library's

larger goals. This timely resource will help professionals better understand this new technology and better leverage its power for their users and their own benefit.

XHTML and CSS Essentials for Library Web Design

BY MICHAEL SAUERS



With companion Web site.

"This book will appeal to and be a useful resource for readers of varying skills, whether they are just getting started in Web design or are experienced but looking to brush up and stay current in their skills."

Colorado Libraries

"...Recommended for novice and veteran web developers alike..." Public Libraries, March/April 2007



Keeping your library Web page up-to-date with the latest technology requires understanding XHTML (eXtensible Hypertext Markup Language) and CSS (Cascading Style Sheets). Sauer has written this how-to

specifically for librarians and explains:

- Web design standards
- CSS classes and IDs
- XHTML coding
- Conversion from HTML to Metadata XHTML
- XHTML and CSS validation

Sauer utilizes library Web pages to illustrate his points. Sample codes and tags are placed alongside computer screen images, and quick reference guides to XHTML and CSS code are included. Increase the efficiency, usability, and potential of library Web sites with the help of this readable and practical guide.

ISBN 978-1-55570-504-6. 2006. 8 1/2 x 11. 458 pp. \$75.00.

NEW

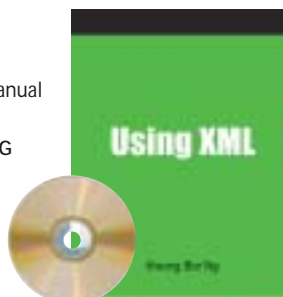
Using XML

A How-To-Do-It Manual for Librarians

BY KWONG BOR NG

Today, more and more database companies and digital projects are using XML (Extensible Markup

Language). Library professionals — especially technical service librarians, metadata librarians, system librarians, and library Webmaster — who want to stay current need this book. XML



is becoming the standard for content description and metadata exchange. It can handle special characters and non-Roman scripts which librarians often encounter in the bibliographic environment and offers the greatest promise of data longevity.

This book will:

- Introduce you to XML for resource description and bibliographic data management
- Show you how to create XML records for metadata encoding
- Help you understand and use DTD (Document Type Definition) and schema for texts, bibliographic catalogs, and authority files
- Show you how to deliver XML documents through the Web

Here is the resource you need to put XML to work in your library.

ISBN 978-1-55570-567-1. 2007. 8 1/2 x 11. 171 pp. Book and CD-ROM. \$85.00.

XML in Libraries

BY ROY TENNANT

Here are actual examples of how libraries are using XML to solve problems, expand services, and improve systems, including integrated library systems; interlibrary loan; cataloging and indexing; building collections and databases; data migration; and systems interoperability.

ISBN 978-1-55570-443-8. 2002. 8 1/2 x 11. 458 pp. \$75.00.

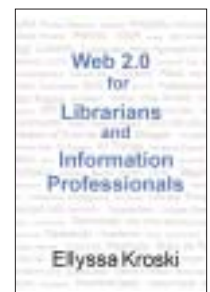
NEW

Web 2.0 for Librarians and Information Professionals

BY ELLYSSA KROSKI

Here is a book that will help public, school, and academic librarians take advantage of Web 2.0 technologies. Using an easy-to-understand writing style, author Ellyssa Kroski provides librarians and information professionals with a detailed look at the latest and hottest technologies. She provides innovative, real-world examples of libraries which are using these technologies to enhance their online presence, showcase services and increase patronage — as well as helpful, illustrative screenshots. Whether to create a book review blog, social bookmark collection, subject specific RSS feed, or a specialized search engine, librarians will find this guide invaluable for promoting their services in a digital age and attracting even the most tech-savvy of patrons.

ISBN 978-1-55570-614-2. 2008. 6 x 9. 200 pp. Book and CD-ROM. \$75.00.



- 100 Ready-To-Use Pathfinders for the Web, 3
 101+ Great Ideas for Libraries and Friends, 34
 101+ Great Ideas for Teen Library Web Sites, 42
 101+ Teen Programs that Work, 42
 The 21st Century Teacher's Guide to Recommended Internet Sites, 19
 250+ Activities and Ideas for Developing Literacy Skills, 11
 The Academic Library, 27
The Academic Library Manager's Forms, Policies, and Procedures Handbook with CD ROM, 30
 Achieving Diversity, 23
Access and Identity Management, 56
Adult Learners Welcome Here, 11
A is for Almanac, 12
 An American Chronology, 8
Analysing What Your Users Need, 33
Answering Consumer Health Questions, 3
 Archives and Archivists in the Information Age, 50
 Archiving Websites, 49
 Attracting, Educating, and Serving Remote Users through the Web, 55
Baby Rhyming Time, 37
 Becoming a Library Teacher, 12
The Best of History Web Sites, 2
 Beyond the Basics, 27
Blended Learning, 12
 Book Repair, 49
 Booktalking that Works, 41
 The Browseable Classroom, 55
 Building a Successful Customer Service Culture, 9
 Building Digital Archives, Descriptions, and Displays, 49
Building Digital Libraries, 45
Building Web-Scale Libraries, 45
 Buying and Contracting for Resources and Services, 46
 Cataloging and Organizing Digital Resources, 47
 Cataloging Nonprint and Internet Resources, 48
 The Center for Intellectual Property Handbook, 21
 Charging and Collecting Fees and Fines, 31
Children's Books, 39
 The Children's Literature Dictionary, 2
Collaborating with Administrators and Educational Support Staff, 44
 Collecting and Using Public Library Statistics, 33
The College Student's Research Companion, 17
 Community Collaborations for Family Literacy Handbook, 11
 Competing with Knowledge, 54
 The Complete Copyright Liability Handbook for Librarians and Educators, 20
The Complete RFID Handbook, 56
 Conducting the Reference Interview, 5
 Connecting Fathers, Children, and Reading, 11
 Connecting Kids and the Web, 19
 Connecting with Reluctant Teen Readers, 40
 Connecting Young Adults and Libraries, 40
 The Content Management Handbook, 54
 Copyright for Teachers and Librarians, 21
 Copyright in Cyberspace 2, 21
 A Core Collection for Young Adults, 42
 Counter Cultures, 28
 Creating a Comprehensive Information Literacy Plan, 15
 Creating a Power Web Site, 57
 Creating a Virtual Library, 57
 Customer Service, 10
 Defusing the Angry Patron, 9
 Designing Digital Literacy Programs with IM-PACT, 18
 Developing Academic Library Staff for Future Success, 23
 Developing an Information Literacy Program K-12, 19
 Developing and Maintaining Practical Archives, 50
 Developing and Promoting Graphic Novel Collections, 41
 Developing Better Readers and Writers Using Caldecott Books, 10
Developing Leadership in Information Services, 26
 Developing Literature-Based Reading Programs, 11
 Developing Readers' Advisory Services, 10
 Developing Reference Collections and Services in an Electronic Age, 8
 Developing the New Learning Environment, 55
 Developing Web-Based Instruction, 55
 The Dictionary of Engineering Acronyms and Abbreviations, 2
 Digital Futures, 52
 Digital Imaging, 49
 Digital Preservation, 49
 Digital Reference Services in the New Millennium, 5
 Digitizing Collections, 49
 Disaster Planning, 25
 Do It Right, 42
Drug Information, 1
 E-Books in Libraries, 45
 E-Journals, 45
 E-Learning and Teaching in Library and Information Services, 55
 E-Metrics for Library and Information Professionals, 33
 Electronic Collection Development, 46
 Enhancing Teaching and Learning, 44
 Essential Cataloguing, 47
 Essential Classification, 47
 Essential Dewey, 47
Essential Library of Congress Subject Headings, 48
 Essential Thesaurus Construction, 54
 Ethics, Accountability, and Recordkeeping in a Dangerous World, 51
 Evaluating the Impact of Your Library, 32
 Evidence-Based Practice for Information Professionals, 52
 Exploiting Knowledge in Health Services, 52
The Family-Centered Library Handbook, 38
 Financing Public Library Buildings, 26
 Finding Common Ground, 29
 Fiore's Summer Library Reading Program Handbook, 37
 Foundations of Full Text Electronic Information Delivery Systems, 54
 Foundations of Library and Information Science, 28
Fundamentals of Information Studies, 54
 Fundraising for Libraries, 31
Game On! Gaming at the Library, 39
 Genealogical Research on the Web, 8
Get Connected, 38
 Getting Political, 34
Get Popular @ the Library, 39
Going the Distance, 55
 Grants for Libraries, 31
 Hands-On Information Literacy Activities, 13
Health Informatics for Medical Librarians, 52
 Help! My Job Interview is Tomorrow, 2
 Helping Business: The Library's Role in Community Economic Development, 10
 Hennen's Public Library Planner, 29
 Hiring Library Employees, 23
 Hold Them in Your Heart, 42
 Hooking Teens with the Net, 42
 Humanities Programming, 10
 Identifying and Analyzing User Needs, 33
 Implementing Digital Reference Services, 5
 Information Architecture, 53
 Information Brokering, 54
 The Information Commons Handbook, 25
Information Literacy Collaborations that Work, 16
 Information Literacy Instruction, 13
 Information Literacy Instruction that Works, 15
 Information Professional's Guide to Quantitative Research, 32
 The Information Society, 53
 Instant Web Forms and Surveys for Academic Libraries, 57
 Instant Web Forms and Surveys for Children's/YA Services and School Libraries, 57
 Instant Web Forms and Surveys for Public Libraries, 57
 Intergenerational Programming, 10
 Interlibrary Loan Policies Directory, 30
 Internet Power Searching, 16
 Interpreting and Negotiating Licensing Agreements, 46
 Introducing Information Management, 53
 Introducing the Internet to Young Learners, 19
 Introduction to Digital Libraries, 46
 Introduction to Modern Information Retrieval, 52
 Introduction to Public Librarianship, 27
 Introduction to Reference Sources in the Health Sciences, 2
 Introduction to Reference Work in the Digital Age, 7
The Invisible Web in Learning and Teaching, 12
 Invitations, Celebrations, 11
 Inviting Children's Authors and Illustrators, 42
 I-Search for Success, 18
 I-Search, You Search, We All Learn to Research, 18
The Jewish Values Finder, 38
 The KidsClick, 19
 KidzCat, 48
Knowledge and Information Management, 53
 The Kovacs Guide to Electronic Library Collection Development, 45
 Lapsit Services for the Very Young II, 38
 Leadership, Higher Education, and the Information Age, 27
Leading and Managing Archives and Records Programs, 50
 Leading the Wired Organization, 54
 Learning to Lead and Managing Information Literacy Instruction, 15
 Learning to Learn, 17
 Len Cabral's Storytelling Book, 35
 The Librarian's and Information Professional's Guide to Plug-Ins and Other Web Browser Tools, 57
 The Librarian's Cookbook, 2
 The Librarian's Facility Management Handbook, 26
 The Librarian's Guide to Developing Christian Fiction Collections for Adults, 46
 The Librarian's Guide to Developing Christian Fiction Collections for Children, 46
 The Librarian's Guide to Developing Christian Fiction Collections for Young Adults, 46
 The Librarian's Guide to Genealogical Services and Research, 7
The Librarian's Guide to Graphic Novels for Children and Tweens, 37
 The Librarian's Legal Companion for Buying and Licensing Information Resources, 20
Librarianship, 29
Libraries Designed for Kids, 24
 Libraries Designed for Users, 24
 Libraries Without Walls 6, 55
Library Contests, 9

- The Library Internet Trainer's Toolkit, 16
- The Library in the 21st Century, 29**
- Library Marketing that Works, 34
- Library Public Relations, Promotions, and Communications, 34
- Libros Esenciales, 38**
- Low-Cost, High-Interest Programming, 35
- Making Library Websites Usable, 58**
- Making the Writing and Research Connection with the I-Search Process, 18
- Management Basics for Information Professionals, 28**
- Management Skills for Archivists and Record Managers, 51**
- Managing Acquisitions in Library and Information Services, 46
- Managing Budgets and Finances, 31
- Managing Change, 25
- Managing Electronic Records, 51
- Managing Information for the Competitive Edge, 54
- Managing Information Services, 29
- Managing Library Employees, 22**
- Managing Library Outreach Programs, 10
- Managing Outsourcing in Library and Information Services, 29
- Managing Overdues, 29
- Managing Records, 51
- Managing Stress and Conflict in Libraries, 27**
- Managing Student Assistants, 22**
- Managing the Digital Library, 57
- Managing the Internet Controversy, 57
- Marketing, 34
- Measuring Library Performance, 33
- The Medical Library Association Consumer Health Reference Service Handbook, 8
- The Medical Library Association Encyclopedic Guide to Searching and Finding Health Information on the Web, 7**
- The Medical Library Association Essential Guide to Becoming an Expert Searcher, 3
- The Medical Library Association Guide to Cancer Information, 1
- The Medical Library Association Guide to Health Literacy at the Library, 14
- The Medical Library Association Guide to Managing Health Care Libraries, 27
- Meeting Community Needs with Job and Career Services, 10
- Metadata, 47**
- More Booktalking that Works, 41
- More Teen Programs that Work, 42
- Mother Goose on the Loose, 36
- Motivating Students in Information Literacy Classes, 14
- Neal-Schuman Authoritative Guide to Kid's Search Engines, Subject Directories, and Portals, 19
- Neal-Schuman Complete Internet Companion for Librarians, 57
- The Neal-Schuman Directory of Public Library Job Descriptions, 22
- Neal-Schuman Electronic Classroom Handbook, 24
- Neal-Schuman Guide to Celebrations and Holidays Around the World, 39
- Neal-Schuman Internet Policy Handbook for Librarians, 30
- Neal-Schuman Library Technology Companion, 57
- Negotiating Licenses for Digital Resources, 46
- The New Walford, 6
- The Official YALSA Awards Guidebook, 37**
- Organizing Information, 48**
- Output Measures for School Library Media Programs, 43
- Performance Management and Appraisal, 23
- The Plagiarism Plague, 14
- Planning and Implementing Electronic Records Management, 51**
- Planning for Integrated Systems and Technologies, 57
- Portals, 58
- Practical Research Methods for Librarians and Information Professionals, 32**
- Preparing Staff to Serve Patrons with Disabilities, 23
- Preservation Management for Libraries, Museums, and Archives, 49
- Preserving Archives, 49**
- Preserving Digital Information, 49
- Professional Liability Issues for Librarians and Information Professionals, 20
- Project Management, 27
- Promoting Reading with Reading Programs, 11
- Protecting Library Staff, Users, Collections, and Facilities, 28
- Proven Strategies for Building an Information Literacy Program, 15**
- Providing Effective Library Services for Research, 14**
- Providing Library Services for Distance Education Students, 55
- The Public Library Manager's Forms, Policies, and Procedures Handbook with CD-ROM, 30
- The Public Library, 26**
- The Public Library Policy Writer, 30**
- Public Library Services to Business, 10
- Public Relations for School Library Media Programs, 34
- Puppet Magic, 36**
- Qualitative Research for the Information Professional, 32
- Raising Funds with Friends Groups, 31
- Raising Money for Academic and Research Libraries, 31
- Reading Rants, 41**
- Ready-to-Go Storytimes, 35
- Records Management, 50**
- Recreating the Academic Library, 29
- Recruiting and Managing Volunteers in Libraries, 23
- Reference and Information Services in the 21st Century, 4
- The Reference Librarian's Policies, Forms, Guidelines, and Procedures Handbook with CD-ROM, 4
- Research Methods in Information, 33**
- Resume Writing and Interviewing Techniques that Work, 23
- Rethinking Reference, 3
- Running a School Library Media Center, 43
- Running a Small Library, 24
- Running a Successful Library Card Campaign, 34
- Running Book Discussion Groups, 9
- Scholarly Publishing in an Electronic Era, 53
- The School Library Media Facilities Planner, 43
- The School Library Media Policy and Procedure Writer, 43**
- Searching 2.0, 4**
- Searching CD-ROM and Online Information Sources, 2
- Securing Library Technology, 56**
- Selecting and Managing Electronic Resources, 45
- Serving Latino Communities, 8**
- Serving Lesbian, Gay, Bisexual, Transgender, and Questioning Teens, 39**
- Serving Linguistically and Culturally Diverse Students, 44
- Serving Seniors, 9
- Serving the Difficult Customer, 10
- Serving the Disabled, 10
- Self-Esteem, 10**
- Sing a Song of Storytime, 36**
- The Sound of Storytime, 36
- Staffing the Modern Library, 22
- Start-to-Finish YA Programs, 40**
- Starting and Operating Live Virtual Reference Services, 8
- Storytime Action, 36
- The Storytime Sourcebook, 35
- The Storytime Sourcebook II, 35**
- A Storytime Year, 36
- Storytimes...Plus!, 35**
- Success at the Enquiry Desk, 7
- Successful Staff Development, 23
- Supervising and Leading Teams in ILS, 29
- Supervising Staff, 23
- Supporting E-Learning, 55
- Teaching Information Skills, 19
- Teaching Library Media Skills in Grades K-6, 18
- Teaching and Marketing Electronic Information Literacy Programs, 13
- Teaching Media Literacy, 19**
- Teaching Technology, 16
- Teaching the New Library to Today's Users, 16
- Teaching with Computers, 44
- Techniques for Student Research, 17
- Technology and Copyright Law, 21**
- Teen Book Discussion Groups @ the Library, 41
- The Teen Reader's Advisor, 42
- Teen Reading Connections, 41
- This Day in Religion, 2
- Training Library Staff and Volunteers to Provide Extraordinary Customer Service, 10
- Understanding Data and Information Systems for Recordkeeping, 51**
- Using Benchmarking, Needs Assessment, Quality Improvement, Outcome Measurement, and Library Standards, 32**
- Using Children's Books in Preschool Settings, 11
- Using Children's Books in Reading/ Language Arts Programs, 11
- Using Desktop Publishing to Create Newsletters, Library Guides, and Web Pages, 34
- Using Interactive Technologies in Libraries, 57**
- Using Microsoft Access XP, 57
- Using PDAs in Libraries, 57
- Using Technology to Teach Information Literacy, 13**
- Using the Internet, Online Services, and CD-ROMs for Writing Research and Term Papers, 17
- Using XML, 58**
- The Virtual Reference Desk, 5
- The Virtual Reference Experience, 5
- The Virtual Reference Handbook, 5**
- The Virtual Reference Librarian's Handbook, 8
- Virtual Reference Service, 5**
- Web 2.0 for Librarians and Information Professionals, 58**
- Winning Library Referenda Campaigns, 31
- Wireless Networking, 56
- Working with Faculty to Design Undergraduate Information Literacy Programs, 16
- Writing and Updating Technology Plans, 57
- Writing Library Business Plans, 26**
- XHTML and CSS Essentials for Library Web Design, 58
- XML in Libraries, 58
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