

New and Better!

Advocacy and Communications

Cataloging and Classification

Collection Development

Fundraising and Budgeting

Information and Internet Technologies

Instruction

Management

Planning and Facilities

Preservation, Digitization, and Archives

Programming and User Services

Reference

Remote and Distance Learning

Research Methods

Staffing

Storytelling and Storytimes

Teen and Children's Programs and Materials


Copyright and Legal Issues

*How-To-Do-It Manuals, Learning Resources,
and Programming Tools – 2006*

Neal-Schuman Publishers

Table of Contents

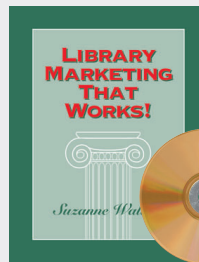
Advocacy and Communications	1
Cataloging and Classification	1
Collection Development	2
Fundraising and Budgeting	4
Information and Internet Technologies	5
Instruction	7
Management	9
Planning and Facilities	11
Preservation, Digitization, and Archives	12
Programming and User Services	13
Reference	14
The New Walford: Guide to Reference Resources	16
Medical Library Association Encyclopedic Guide to Searching and Finding Health Information on the Web	18
Remote and Distance Learning	19
Research Methods	20
Staffing	20
Storytelling and Storytimes	22
Teen Programs and Materials	23
Youth and Children's Programs and Materials	25
Understand Copyright and Legal Issues	26

Facet publications — the imprint of the Chartered Institute of Library and Information Professionals (formerly the British Library Association) — have the symbol  following the price and are exclusively available in the U.S. from Neal-Schuman.

Medical Library Association personal members can take a 10% discount off all Neal-Schuman publications. Just write "MLA" on the order form and include your membership number.

Library Marketing That Works!

BY SUZANNE WALTERS



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 demystifies 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.

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

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

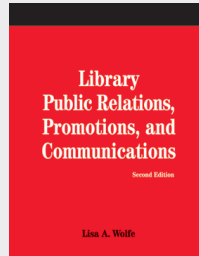
"Walters includes instructive examples of library success stories, sample plans, and a CD-ROM with a one-day workshop presentation." *American Libraries*

Over 65 easy-to-use worksheets, questionnaires, and tools!

Library Public Relations, Promotions, and Communications

A HOW-TO-DO-IT MANUAL SECOND EDITION

BY LISA A. WOLFE



The second edition of PR powerhouse Lisa Wolfe's guide gives you solid publicity, positioning, and promotional wisdom. And 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" offer 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, and state and national networking opportunities to create successful PR strategies and programs for your library.

1-55570-471-9. 2005. 8-1/2 x 11. 326 pp. \$65.00.

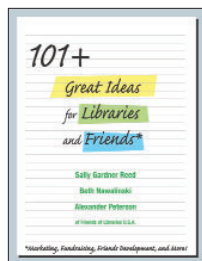
"Ideas on putting together a communications plan, creating clear signage and print products, effectively using a library's Web site, and communicating during a crisis will be helpful for all types of libraries and positions...Comprehensive." *Booklist*

"This book may just be the next best thing to having a public relations (PR) professional on the library staff...a valuable resource suitable for any type of library."

RUSQ

Use these high-performance ideas to get your most important messages heard!

Better Advocacy and Communications



101+ Great Ideas for Libraries and Friends

BY SALLY GARDNER REED, BETH NAWALINSKY, AND ALEXANDER PETERSON OF FRIENDS OF LIBRARIES U.S.A.

FOLUSA's (Friends of Libraries U.S.A.) many friends groups are breaking new ground in connecting libraries and their communities. This

book offers 101+ of their simple, innovative, and tested marketing and fundraising ideas, including:

- Advocacy, fundraising, and membership campaigns
- Programs and public awareness events
- 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'll also find ideas for proven programs, such as Hearts and Arts, Library Lovers Month, and Date with the Director...all ideas you can use independently or in collaboration with your local Library Friends groups.

1-55570-499-9. 2004. 8-1/2 x 11. 229 pp. \$65.00.

"Chock-full of samples of successful efforts for improving services and funding libraries through grassroots efforts...a 'recipe book'... on replicating the ideas." *Catholic Library World*

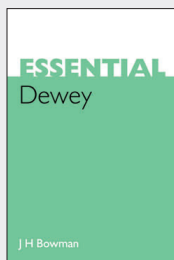
Better Cataloging and Classification

Essential Dewey

BY J. H. BOWMAN

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.



1-55570-544-8. 2005. 6 x 9. 192 pp. \$59.95.

Covers just what you need to know to create Dewey numbers from scratch

Cataloging and Organizing Digital Resources

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS

BY ANNE M. MITCHELL AND BRIAN E. SURRATT

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

Make your digital resources available

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 Surratt 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.

1-55570-521-9. 2005. 8 1/2 x 11. 292 pp. \$65.00.

"Practical...clear with plentiful examples...useful to librarians seeking a broad survey of the online information territory and how it can be managed." *Booklist*

"An impressive book...It is difficult to think of what could have been overlooked in this useful volume...The authors seem eminently qualified...the examples are particularly good...a first-rate cataloging manual and is highly recommended. It should be read by library directors, heads of technical services, catalogers, metadata librarians, and students. The professional bookshelves of every catalog department in every library currently buying or planning to buy electronic resources should contain a copy." *Technicalities*



Essential Classification

BY VANDA BROUGHTON

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. This book is essential for all library school students and practicing librarians.

1-55570-507-3. 2004. 6 x 9. 324 pp. \$65.00.

"A rare and wonderful accomplishment... wonderfully direct...a useful book for students. It is also a useful resource for those who train and conduct ongoing assessment of staff performance." *Technicalities*



LCSH, Dewey, UDC, LC and more — it's all here!


Essential Cataloging

BY J. H. BOWMAN

Would you like a simple companion to help decipher the cataloging 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.

1-85604-456-4. 2002. 7 1/2 x 9 1/2. 216 pp. \$59.95. 

"An easy-to-understand and well-illustrated guide to help library and information students and professional librarians..." *Library Journal*

Better Cataloging and Classification

Organizing Information

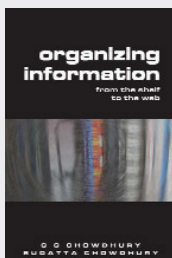
FROM THE SHELF TO THE WEB

BY G.G. CAND 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; mark-up 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.

1-55570-582-0. 2006. 6 x 9. 384 pp. \$65.00. 

New



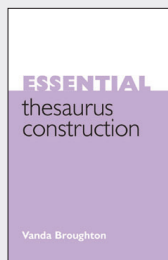
Essential Thesaurus Construction

BY VANDA BROUGHTON

Here's a practical guide developed for librarians, archivists, and knowledge managers who have to describe information resources but who find existing controlled vocabularies in a given subject area either too unwieldy or woefully insufficient. Coverage includes: thesaurus structure and construction; vocabulary development; building a systematic structure; conversion to the alphabetic format; forms of entry; and thesaurus maintenance and software. Broughton gives readers the examples and guidance they need to construct and maintain practical thesauri that will better connect users with the information they seek.

1-85604-565-X. 2006. 6 x 9. 256 pp. \$65.00. 

New

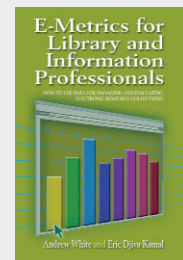


Better Collection Development

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



Assess your electronic collections and services with ease

Is your library squeezing every dollar's-worth out of that expensive database? Should you renew your subscription to that pricey

e-journal? The questions keep getting tougher. The answers have seemed elusive—until now! White and Kamal show you how to utilize e-metrics to measure library performance and value in the digital age and 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
- Virtual patron behavior patterns
- Strategies for better collection management and development

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.

1-55570-514-6. 2006. 6 x 9. 255 pp. \$75.00.

"The ability to measure the use of online services and to understand those measurements is imperative for librarians. Recommended." *Library Journal*

New

"This is a timely and well written book on developing e-metric collection and management systems; I recommend it to any librarian needing help managing virtual collections." *Dood's Book Review*

E-Journals

A HOW-TO-DO-IT MANUAL FOR BUILDING, MANAGING, AND SUPPORTING ELECTRONIC JOURNAL COLLECTIONS

BY DONNELYN CURTIS

Make the most of your library's e-journal resources!

This timely how-to outlines the fundamentals and features of e-journals, and shows how they fit into the information-seeking behavior of users. Curtis provides sound methodologies for selecting, ordering, receiving, and delivering electronic journals and tips for keeping current in an ever-changing field. You will find clear and complete information about tools and services to help libraries of all types and sizes license, effectively manage, and evaluate the use of their e-journal collections. Instructions for providing user-focused access to individual e-journals through Web lists, the library catalog, and linking processes are included. Special features include glossaries, sample collection policies, a guide for standardizing titles for Web lists, and tips for creating an electronic journal spreadsheet.

1-55570-465-4. 2005. 8 1/2 x 11. 421 pp. \$75.00.

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



"I recommend that every library — academic, school, public, and special — that is considering using or is currently using electronic journals and resources should acquire this book and include it in their professional collection." *Technicalities*

Selecting and Managing Electronic Resources

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS, REVISED EDITION
BY VICKI L. GREGORY WITH ASSISTANCE BY ARDIS HANSON

Vicki Gregory has expanded and updated her classic manual for coping with 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
- Budgeting and acquisitions
- Evaluation and assessment
- Preservation issues

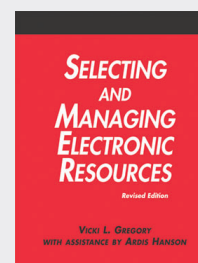
Totally new sections explain digital rights management, new technologies, and new models and standards for organizing and accessing content. Filled with figures, forms, and worksheets, this resource gives professionals the tools they need to select and manage resources with ease.

1-55570-548-0. 2006. 8 1/2 x 11. 139 pp. \$65.00.

Praise for the Previous Edition:

"Recommended for all libraries." *Library Journal*
"Should prove invaluable." *Public Libraries*

New



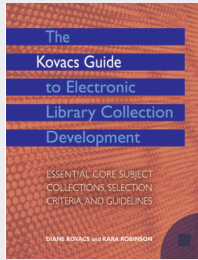
The Kovacs Guide to Electronic Library Collection Development

ESSENTIAL CORE SUBJECT COLLECTIONS, SELECTION CRITERIA, AND GUIDELINES
BY DIANE KOVACS AND KARA ROBINSON

With companion Web site.

Ready-made annotations and hyperlinks for your Web site!

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,



trends in electronic collection development, document delivery, and cataloging Web-accessible sources. They also recommend the best electronic resources and reference sources. A password-protected companion Web site — accessible only to purchasers of the book — features ready-made, annotated, constantly

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 new

maintained links to all the sites in the recommended core collections that readers can import into their library's Web site or OPAC.

1-55570-483-2. 2004. 8 1/2 x 11. 251 pp. \$125.00.

"This book is a must resource for librarians who re involved with selecting and marketing Web resources. It is a must-have resource."

ARBA

"A practical guide to electronic resources in libraries. This would be an excellent introduction for a novice and even provides old hands with lots of helpful hints." *Journal of Electronic Resources in Medical Libraries*

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 readers

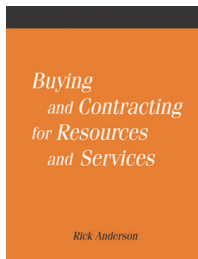
- Identify potential vendors and select the best one for your library's needs
- Negotiate the license agreement and terms of service
- Avoid disputes — or end them quickly and amicably when they occur

Here 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!

1-55570-480-8. 2004. 8 1/2 x 11. 169 pp. \$55.00.

"Anderson's breezy, readable manual is unique in its focus on the acquisitions librarian-vendor connection. Highly recommended for acquisitions and serials librarians." *Library Journal*

"This is an excellent resource whether you're new at developing vendor-customer relationships or have been at it awhile and still find the process onerous...highly recommended." *Booklist*



Managing Acquisitions in Library and Information Services

REVISED EDITION
BY LIZ CHAPMAN

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 both 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 electronic formats, government information, music, and audiovisual materials.

1-85604-496-3. 2004. 6 x 9. 160 pp. \$79.95. ⓘ

Praise for the Second Edition:

"An exemplary manual which is as impressive in its clarity, both of language and layout, as it is in its breadth and depth of knowledge."

Journal of Librarianship and Information Science

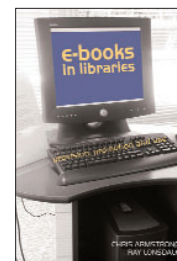


E-books in Libraries

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.

1-85604-572-2. 2006. 6 x 9. 256 pp. \$95.00. ⓘ



Better Collection Development

The Librarian's Guides to Developing Christian Fiction Collections

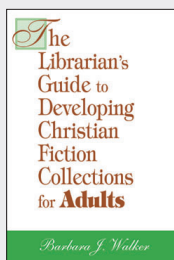
Unique and essential new guides for developing Christian fiction collections

As Christian fiction continues to be an increasingly important genre, its inclusion in your library enables you to appeal to a broader spectrum of users. Since 1998, Barbara Walker has been showing media specialists how to develop collections of Christian fiction for children and adults. In her new guides, she has compiled core groups of books, literary series, DVDs, and videos, intended to appeal specifically to children and young adults. Each guide:

- Helps librarians understand Christian fiction and its origins
- Provides guidance for dealing with challenges to its inclusion in collections
- Offers suggestions for establishing selection guidelines and policies
- Lists sources for guiding acquisitions
- Includes ideas for marketing, promoting, and programming with Christian materials
- Includes annotations and reviews of recommended material
- Delivers lists of award-winning titles, author biographies, and a guide to Christian fiction publishers

"This is a milestone as no other reference source deals exclusively with CF for young adults or children...The recommended core collections are the star attractions here....Walker's adult CF title is an essential...Strongly recommended for public and school libraries."

Library Journal



The Librarian's Guide to Developing Christian Fiction Collections for Adults

BY BARBARA J. WALKER

1-55570-522-7. 2005. 6 x 9. 363 pp. \$65.00.

The Librarian's Guide to Developing Christian Fiction Collections for Young Adults

BY BARBARA J. WALKER

1-55570-545-6. 2005. 6 x 9. 201 pp. \$49.95.

The Librarian's Guide to Developing Christian Fiction Collections for Children

BY BARBARA J. WALKER

1-55570-546-4. 2005. 6 x 9. 229 pp. \$55.00.

Buy all three and save 15%.

1-55570-547-2. 2005. 6 x 9.

3 Volumes. 575 pp. \$148.75.



Better Fundraising and Budgeting

Raising Funds with Friends Groups

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS

BY MARK Y. HERRING

Here is everything you and your library needs 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. Chapters cover:

- Establishing and organizing a steering committee
- Marketing and communications
- Advocacy, support, 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.

1-55570-484-0. 2004. 8 1/2 x 11. 167 pp. \$55.00.

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

"This is not simply a how-to-organize-a-friends-group guide but a resource on techniques to obtain the extra funds your library needs....It should find a wide audience and satisfied readership." *Booklist*



Managing Budgets and Finances

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS AND INFORMATION PROFESSIONALS

BY ARLITA W. HALLAM AND TERESA R. DALSTON

Tighter budgets. Shrinking resources. Pressures to do much more...with much less. That's the real world and when you're managing your library's budgets and finances, this manual can be a life saver! It takes you through a step-by-step process detailing the nuts and bolts of staying on time and on budget by establishing a timeline for financial planning and tracking spending and fund allocation. With proven strategies, detailed examples, worksheets, handouts, forms and tips, this guide covers what you need to know to save money, build resources, and handle every financial challenge. You'll also find software suggestions to build and track budgets and helpful Web resources. The appendices include a sample accounting manual, annual report form, request for proposal, lease agreement, and security guidelines.

1-55570-519-7. 2005. 8 1/2 x 11. 230 pp. \$65.00.

"This practical tool will enable readers to understand and prepare a budget, understand the fiscal matters, and be able to make decisions on funding or managing a capital project." *Booklist*

"Learn budgeting basics with this comprehensive manual....Highly recommended for all libraries as library school students, new managers, directors, and board members would benefit." *Library Journal*

Grants for Libraries

A HOW-TO-DO-IT MANUAL AND CD-ROM FOR LIBRARIANS

BY STEPHANIE RAWLINS GERDING AND PAMELA H. MACKELLAR

New

CD includes complete sample grant proposals

Expert grant writers Gerding and MacKellar have created a "do-it-yourself" book and CD-ROM for fundraisers. They carefully outline the grant-writing process and provide a proven step-by-step strategy for getting your grant. More than 15 success stories from a variety of institutions and for various funding purposes are provided on the CD for you to model, adapt or incorporate into your own winning proposals. Topics include:

- Preliminary planning
- Defining the project
- Forming the writing team
- Choosing the best source to approach for funding (government, foundation, corporate, and local organizations)
- Writing and submitting the proposal with all the necessary contents (title sheet, cover letter, table of contents, overview, description, needs, methodology, timeline, budget, evaluation, etc.)
- 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

1-55570-535-9. 2006. 8 1/2 x 11. 251 pp. Book and CD-ROM. \$99.95.

Neal-Schuman Library Technology Companion

A BASIC GUIDE FOR LIBRARY STAFF, SECOND EDITION

BY JOHN J. BURKE

New

A must-have reference for your entire staff — an indispensable text for technology workshops and classes.



Stay connected with the latest library technologies and their power to improve everyday operations and outreach. In this second edition of 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, troubleshooting technology
- Managing digital resources
- Fundamentals and tools (Internet, PCs, ILS, databases)
- How to put technology to work (blogs, user authentication, distance learning, self-checkout)
- Maintenance (security, troubleshooting, usability)

An extensive glossary of technology terms completes this comprehensive text.

1-55570-550-2. 2006. 6 x 9. 231 pp. \$55.00.

Praise for the first edition:

"Excellent...I do see it on the desk of every professional, paraprofessional, and library clerk." — *Reference & User Services Quarterly*

"Managers, library technicians, and professional staff who require a quick and readable overview of technological issues will benefit from the manageable size and scope of the handbook." — *ARBA*

Wireless Networking

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS

BY LOUISE ALCORN AND MARYELLEN MOTT ALLEN

New

What you need to know to go wireless

Wireless networking has arrived in libraries 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 and how libraries should go wireless, including standards, transfer rates, equipment options and costs, planning and implementation, technical and project management concerns, and site surveys. Common library issues such as compatibility with existing networks, marketing to your patrons, creating good policy, security options and troubleshooting are addressed. Throughout the book the authors share advice from real world librarians detailing their experiences with wireless. For your convenience, a wide variety of planning tools are included—checklists, cost tables, a glossary of terms and resources for further research.

1-55570-478-6. 2006. 8 1/2 x 11. 125 pp. \$65.00.

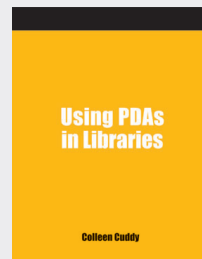


Using PDAs in Libraries

A HOW-TO-DO-IT MANUAL

BY COLLEEN CUDDY

Harness the portable power of PDAs in your library!



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.

1-55570-543-X. 2005. 8 1/2 x 11. 145 pp. \$65.00.

"A very fine introduction to a technological toll whose potential impact on librarianship cannot be denied. Highly recommended for all libraries." *Booklist*

Building Better Web Sites

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS

BY YUWU SONG

Build a better Web site from the ground up with this unique, library-specific manual. Song helps readers:

- Define the library's goal for the site
- Plan content with the user in mind
- Produce and promote the site
- Select appropriate software tools
- Understand HTML Basics and new XML standards
- Integrate Web graphics, multimedia, interactivity, and other formats and technologies



Sites with key information and/or programs to download are listed and a CD-ROM complete with sample products, templates, and source codes will make your work far simpler. No other package available is as thorough, hands-on, and specific to library site design as this one.

1-55570-466-2. 2003. 8 1/2 x 11. 259 pp. Book and CD-ROM. \$75.00.

"A first-rate manual." *Booklist*

Portals

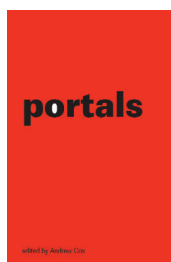
EDITED BY ANDREW COX

New

Portals — Web "supersites" that provide a variety of services including Web searching, news, directories, e-mail, discussion groups, links to other site — 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.

1-85604-546-3. 2006. 6 x 9.

Hardcover. 224 pp. \$99.95.



Better Information and Internet Technologies

Using XML

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS
BY KWONG BOR NG

Put XML
to work in your
library

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 Webmasters — 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



New

Using XML

Kwong Bor Ng

Here is the resource you need to put XML to work in your library.

155570-567-7. 2006. 8 1/2 x11. 250 pp.
Book and CD-ROM. \$75.00.

XHTML and CSS Essentials for Library Web Design

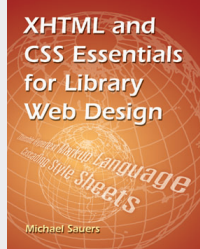
BY MICHAEL P. SAUERS

Easy-to-understand manual on the latest in Web design!

Keeping your library Web page up-to-date with the latest in Web 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
- XHTML coding
- Metadata
- XHTML and CSS validation
- CSS classes and IDs
- Conversion from HTML to XHTML

Sauers 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



New

XHTML and
CSS Essentials
for Library
Web Design

Michael Sauer

included. Increase the efficiency, usability, and potential of library Web sites with the help of this readable and practical guide

1-55570-504-9. 2006. 8 1/2 x 11.
458 pp. \$75.00.

Access and Identity Management:

CONTROLLING ACCESS TO
ONLINE INFORMATION

BY JOHN PASCHOUD
WITH A 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.

1-85604-588-9. 2006. 6 x 9. 256 pp. \$99.95.

Metadata for Information Management and Retrieval

BY DAVID HAYNES

This thought-provoking introduction to metadata assesses the current theory and practice of metadata and examines key developments in terms of both policy and technology. Coverage includes: definitions and concepts; retrieval environments like Web, library catalog, documents and records; management; e-learning; interoperability; information security; authority control; authentication and legal admissibility of evidence; records management and document lifecycle; preservation issues; document and records management; content management systems for the Internet; and more. Publishers, policy makers, and practitioners in other curatorial traditions such as museum work or archiving will also find much of relevance.

1-85604-489-0. 2004. 6 x 9. 240 pp. \$99.95.

"A thorough introductory text...a well-written, practical guide to metadata use...I would highly recommend this book to any information professional in the field and to library and information science educators as a possible textbook." *Journal of Electronic Resources in Medical Libraries*



for information management and retrieval
David Haynes

Information Architecture

DESIGNING INFORMATION
ENVIRONMENTS FOR PURPOSE

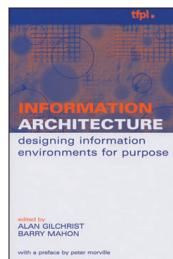
BY ALAN GILCHRIST AND BARRY MAHON
PREFACE BY PETER MORVILLE

This timely book, introduced by Peter Morville, widely recognized as a founding father of information architecture, helps professionals design information systems within a framework — an "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)
- 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.

1-55570-493-X. 2004. 6 x 9. 256 pp. \$75.00.



edited by
ALAN GILCHRIST
BARRY MAHON
with a 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*

The Content Management Handbook

BY MARTIN WHITE

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
- Assessment and improvement

This manual will be of value to all professionals involved in their library's technology decisions.

1-85604-533-1. 2005. 6 x 9. Hardcover.
224 pp. \$99.95.

Creating a Comprehensive Information Literacy Plan

A HOW-TO-DO-IT MANUAL AND CD-ROM FOR LIBRARIANS

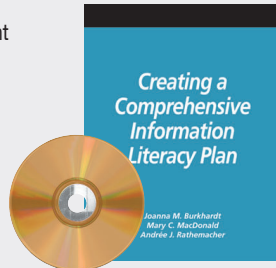
BY JOANNA M. BURKHARDT, MARY C. MACDONALD,
AND ANDRÉE J. RATHEMACHER

**Successful
Information
Literacy strategies
and plans**

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
- Setting timelines and goals
- Addressing audiences
- Writing the document
- Finalizing and approving the plan
- Marketing the plan to the library and the campus



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.

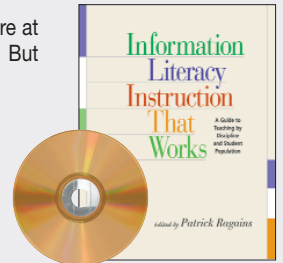
1-55570-533-2. 2005. 8 1/2 x 11. 174 pp. Book and CD-ROM. \$89.95.

Information Literacy Instruction That Works

A GUIDE TO TEACHING BY DISCIPLINE AND STUDENT POPULATION

EDITED BY PATRICK RAGAINS

Information literacy and library instruction are at the heart of the academic library's mission. But how do you bring that instruction to an increasingly diverse student body and an increasingly varied spectrum of majors? Here, over twenty library instructors share their best practices for reaching out to today's unique users. Readers will find 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. The companion CD-ROM features several of the lesson plans, presentations, brochures, worksheets, handouts, and evaluation forms discussed in the book.



1-55570-573-1. 2006. 8 1/2 x 11. 300 pp. Book and CD-ROM. \$89.95.

Motivating Students in Information Literacy Classes

BY TRUDI E. JACOBSON AND LIJUAN XU

**Winner — 2005 ACRL Instruction
Section Publication Award**

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:*

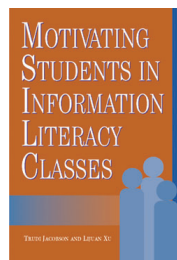
- Motivation essentials
- Intrinsic versus extrinsic motivation in course design
- The value of credit-bearing courses, course-related instruction, drop in sessions, and first-year programs.

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.

1-55570-497-2. 2004. 6 x 9. 143 pp. \$59.95.

“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*

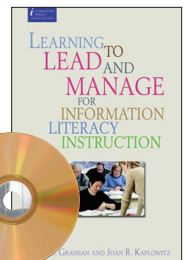


Learning to Lead and Manage Information Literacy Instruction

BY ESTHER S. GRASSIAN AND JOAN R. KAPLOWITZ

Written by ACRL Instruction Section Publication Award

Winners (*Information Literacy Instruction: Theory and Practice*) Esther Grassian and Joan Kaplowitz, 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, and training staff. The companion CD-ROM contains important real-life sample materials, including syllabi, successful grant proposals, and a full bibliography with links to Web resources.



1-55570-515-4. 2005. 6 x 9. 322 pp. Book and CD-ROM. \$75.00.

“A comprehensive guide to enhancing information literacy programs...”
American Libraries

Information Literacy Instruction

THEORY AND PRACTICE

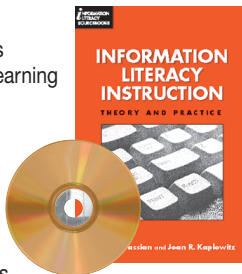
BY ESTHER S. GRASSIAN AND
JOAN R. KAPLOWITZ

**The seminal text —
Winner 2004 ACRL
Instruction Section
Publication Award**

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 developing 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.

1-55570-406-9. 2001. 6 x 9. 468 pp.

Book and CD-ROM. \$65.00.

“All libraries that offer instruction to their users should purchase this book...a fine piece of work.” *RUSQ*

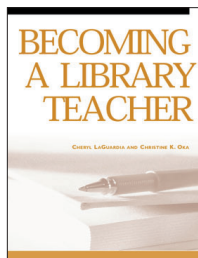
“This book will serve as a foundation stone for aspiring instruction librarians in graduate programs, as well as for those who are already teaching.” *C&RL News*

Becoming a Library Teacher

BY CHERYL LAGUARDIA AND CHRISTINE K. OKA

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
- Interpersonal dynamics



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

“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

Teaching Information Skills

THEORY AND PRACTICE

BY JO WEBB AND CHRIS POWIS

This step-by-step guide helps you develop vital, instructional skills and incorporate them into your daily work. Each chapter focuses on one of eight key elements of instruction, including program development; building working relationships with audiences; understanding learning styles; increasing motivation and assessing students' needs; evaluation and feedback; and more. Filled with practical tips and illustrative examples, any librarian who is responsible for instruction — to children, adults, patrons, or colleagues — will find valuable guidance in this text.

1-85604-513-7. 2005. 6 x 9. 240 pp.

Hardcover. \$99.95.

“Without question, this book contains helpful information applicable to academic teaching librarians.” *Journal of Academic Librarianship*

The College Student's

Research Companion THIRD EDITION

BY ARLENE RODDA QUARATIELLO

Help students tackle 'the impossible'...preparing to write a college-like research paper. This user-friendly guide covers everything students need to know about finding information in all formats, including Web searches. Quaratiello begins with library organization basics, including how to use the OPAC, and moves through essential reference books, periodical indexes, CD-ROM databases, and online databases (including InfoTrac, EBSCOhost, and ingenta). She also covers how to find and evaluate information students find on the Internet. In this edition, chapters about Web searches and popular electronic resources have been significantly updated and the author's easy, breezy style continues to appeal to students.

1-55570-477-8. 2003. 6 x 9. 170 pp. \$45.00.

Praise for the Second Edition:

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

New

Digital Literacies for Learning

EDITED BY ALAN MARTIN AND DAN MADIGAN

This guide explores the new technologies that shape learning, the new needs of students, and the new methods of teaching these skills from the perspective of the library and information professional. In Part One the authors consider how digital technologies have changed the way students learn and how teachers teach. Part Two discusses the new competencies students must develop to achieve success in today's environment. Part Three considers how digital literacies can be developed in students and Part Four explores methods for integrating these new literacies into everyday teaching and learning. This unique guide will help librarians, educators and administrators better integrate the latest in technology into their service to students.

1-85604-563-3. 2006. 6 x 9. 304 pp. \$99.95.

Learning to Learn

A GUIDE TO BECOMING
INFORMATION LITERATE, SECOND EDITION
BY ANN MARLOW RIEDLING

New

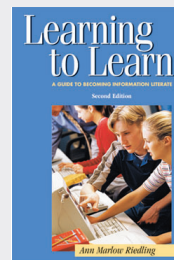
**Adopt as a text and receive
instructor support materials —
PowerPoint presentations,
exercises, figures, charts,
instructional tips and more!**

In today's world, students and workers need to know much 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 simple, 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. Original exercises reinforce the discussion using the individual student's unique ideas and interests. Students will learn the meaning of “information literacy,” and 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

The companion Web site features links to valuable Web pages, printable exercises, and additional instructional resources.



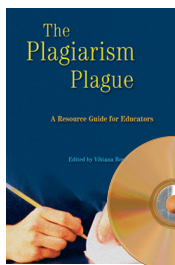
**1-55570-556-1. 2006.
6x9. 160 pp. \$29.95.**

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*



The Plagiarism Plague

A RESOURCE GUIDE AND CD-ROM TUTORIAL FOR EDUCATORS

EDITED BY
VIBIANA BOWMAN

Research papers for sale. Cabinets with papers available for fraternity and sorority members. Teachers and librarians who don't recognize plagiarism. It's 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.

1-55570-501-4. 2004. 6 x 9. 233 pp.
Book and CD-ROM. \$65.00.

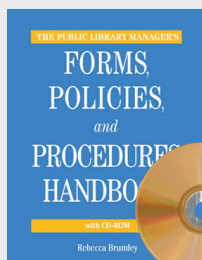
"The Plagiarism Plague is an important and timely addition to the literature...An excellent addition to nearly any academic library...The book would also be a valuable addition to public libraries." ARBA

Better Management

The Public Library Manager's Forms, Policies, and Procedures Handbook with CD-ROM

BY REBECCA BRUMLEY

Library policy writing and form design made easy!



Finally, there is an all-in-one handbook public library managers can use to update policies and

procedures, design new forms — or even compile a new manual from scratch. This

unique guide includes more than 300 forms, policies and procedures from 114 public libraries with a diverse range of budgets and staff. Each entry features detailed guidance to help you individualize and adapt them for your library. Sample policies, forms, and procedures include:

- Internet filtering
- Unattended children
- Books-by-mail applications
- Internet users' agreements
- Meeting room use applications

A companion CD contains electronic reproductions of the forms, procedures, and policies (all the ones in the book plus 22 more), which can be used straight from the disk or customized for a specific library. This essential tool will save time--and more importantly--make it unnecessary to reinvent the wheel every time you need to create or revise a policy, form, or procedure.

1-55570-488-3. 2004. 8 1/2 x 11. 300 pp.
Book and CD-ROM. \$125.00.

"This guide will help all public librarians save precious hours....Policy writing has never been so easy!...Highly recommended." *Library Journal, Starred Review*

Running a Small Library

A HOW-TO-DO-IT MANUAL
EDITED BY JOHN MOORMAN

New

You are not alone...here's the help you need to make a big impact with your small library

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, and professional organizations. Whether you are in a small academic, public, school, or special library you will want this unique how-to by your side.

1-55570-549-9. 2006. 8 1/2 x 11. 275 pp.
\$59.95.

RUNNING a SMALL LIBRARY

edited by JOHN MOORMAN

Management Basics for Information Professionals

BY G. EDWARD EVANS, PATRICIA LAYZELL WARD, AND BENDIK RUGAAS

With companion Web site.

This comprehensive introduction to the management of libraries builds the basic skills good library managers must exercise:

- How to plan
- How to delegate
- How to make decisions
- How to communicate
- How to lead

Equal emphasis is placed on managing a library's resources — its people, its money, its technology, and its building. A companion Web page features readings on topics such as women in library management, cultural diversity, management goals, and career development, as well as annual reviews of library management literature. This text will appeal to LIS educators, new and experienced librarians in management positions, and students.

1-55570-370-4. 2000. 6 x 9. 560 pp. \$65.00.

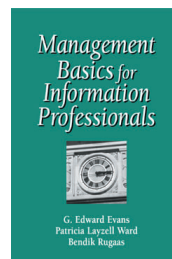
"An excellent addition to the library literature and an authoritative guide to all information library managers and future administrators."

American Reference Books Annual

"Brings together between two covers most of what one needs to know about the fundamentals of library management." JAL

"How I wish I had this book when I went into middle and then into upper library management!" *Reference & User Services Quarterly*

Instructors: Adoption of *Management Basics for Information Professionals* entitles you to a free set of case studies specifically designed and created by the authors to enhance and support instruction and facilitate discussion and learning. Contact info@neal-schuman.com for more information.



Managing Change

A HOW-TO-DO-IT MANUAL, REVISED EDITION
BY SUSAN CAROL CURZON
 FOREWORD BY MICHAEL GORMAN



Change is good...If you manage it well

Today's library managers are required to wear many hats. Susan Curzon outlines the step-by-step

processes and detailed instructions for conceptualizing the issues, planning, preparing, decision-making, controlling resistance, and implementing changes. In this manual you will find practical guidance for dealing with technology's impact on libraries, applying the latest research in change management, and developing new strategies for coping with change. This is the best how-to for helping you not only survive — but thrive — in our constantly changing library environment.

1-55570-553-7. 2005. 8 1/2 x 11. 129 pp. \$55.00

"Susan Curzon leads us through all the varieties of change with which library administrators are confronted, gives us clear examples of the results of those changes, and supplies us with comprehensive, clear, practical advice on how to proceed...In short, this is a realistic, informative, and practical book — an invaluable vade mecum."

From the Foreword by Michael Gorman

New

Managing Students Assistants

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS
BY KIMBERLY BURKE SWEETMAN

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.

1-55570-581-2. 2006. 8 1/2 x 11. 150 pp. \$59.95.

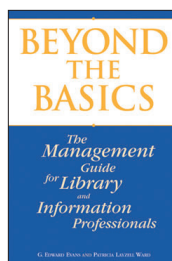
Beyond the Basics

THE MANAGEMENT GUIDE FOR LIBRARY AND INFORMATION PROFESSIONALS

BY G. EDWARD EVANS AND PATRICIA LAYZELL WARD



With companion Web site.



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, two of today's most respected library management experts, 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. Other hot-topics treated include making career plans in an age of discontinuity, motivating staff in difficult economic times, and performing effective needs-analyses. Password-protected access to the book's own continually updated Web site is also included in the price.

1-55570-476-X. 2003. 6 x 9. 325 pp. \$65.00.

"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*

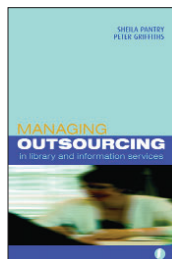
"I would encourage all persons in a supervisory position and any hopeful 'wannabes' to read this book and keep a copy on your desk to refer to periodically." *Journal of Academic Librarianship*

Managing Outsourcing in Library and Information Services

BY SHEILA PANTRY AND PETER GRIFFITHS

In addition to achieving cost-savings, outsourcing the right services and functions can free both professional and support staff to meet users' information needs. 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. By tackling it successfully with this resource, you will not only ensure that your service is perceived as a strategic asset but will also enhance its day-to-day efficiency and effectiveness.

1-85604-543-9. 2005. 6 x 9. 192 pp. \$79.95.



Project Management

TOOLS AND TECHNIQUES FOR TODAY'S INFORMATION PROFESSIONAL

BY BARBARA ALLAN

Library work is now so much more than reference interviews and cataloging. New projects include implementing IT systems, setting up portals and digital libraries, conducting customer surveys, and coordinating with local, regional, national, and international consortia. 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. She explores both paper-based and management software approaches to large and small scale project management. Real-world examples provide an insight into good practice from a wide variety of settings. If you are involved in project work of any kind, whether on a managerial, practical, academic, or research level, you will find this to be an invaluable resource.

1-85604-504-8. 2004. 6 x 9. 192 pp. \$75.00.

"An excellent introduction...a useful, concise, reference text for library professionals involved in managing projects." *Booklist*

Managing Information Services

BY SUE ROBERTS AND JENNIFER ROWLEY

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

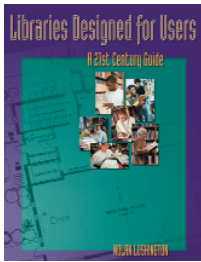
Each chapter is supported with relevant examples, case studies, checklists, models, informative tables, and questions for review.

1-85604-515-3. 2004. 6 x 9. 242 pp. \$79.95.



Libraries Designed for Users

A 21ST CENTURY GUIDE
BY NOLAN LUSHINGTON



Thinking about building a new library or renovating an existing facility? In this 247-page guide, Nolan Lushington shows you how library facilities can be successfully planned, designed, or remodeled with multi-lingual services, coffee house areas, late

night services, multimedia programs, outdoor facilities, day care 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.

1-55570-419-0. 2002. 8 1/2 x 11. 247 pp. \$110.00.

"Practical, comprehensive guide...Should be useful whether planning for the new or remodeled library." *Booklist*

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

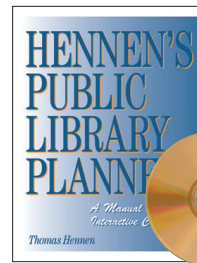
"If I had to choose just one resource to consult, Lushington would get my vote." *Public Libraries*

Hennen's Public Library Planner

A MANUAL AND INTERACTIVE CD-ROM
BY THOMAS HENNEN

Here is a structured tool for your public library's planning process, written by Tom Hennen, one of today's most visionary library managers and creator of the Hennen American Public Library Ratings (HAPLR). The step-by-step guide provides practical advice for all aspects of library planning, from creating a committee to long-range directions, and communicating results. This planner covers all key areas of library development:

- Budgeting
- Governance and administration
- Electronic services
- Collection development
- Technology
- Access and facilities
- Staffing and personnel



Reference tables and checklists help evaluate the library's performance in a variety of areas.

Statistics, data, surveys, and even percentile comparisons--are tackled in a straight-forward, understandable

manner. The companion, interactive CD-ROM features more than 50 checklists and "fill in the blank" forms and a calculator for your library's individual needs. You need this essential resource to chart and navigate your public library's future.

1-55570-487-5. 2004. 8 1/2 x 11. 419 pp.
Book and CD-ROM. \$125.00.

"This excellent jargon-free planning guide...can be used equally by library staff and trustees unfamiliar with the library world... highly recommended." *Library Journal*

Disaster Planning:

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS
WITH PLANNING TEMPLATES ON CD-ROM

BY DEBORAH HALSTEAD, RICHARD JASPER, AND FELICIA LITTLE

Detailed, step-by-step advice for what to do before, during, and after every kind of disaster

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.

1-55570-486-7. 2005. 8 1/2 x 11. 267 pp. Book and CD-ROM. \$85.00.



The Information Commons Handbook

BY DONALD ROBERT BEAGLE

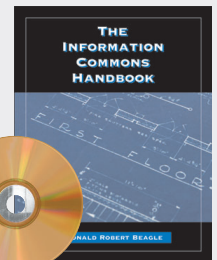
Expert advice for developing facilities for the information age

"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 the technology (computers, projectors, Internet) and facilities (workstations, conference and class rooms, print stations). 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.

1-55570-562-6. 2006. 8 1/2 x 11. 250 pp. Book and CD-ROM. \$125.00.



New

Better Preservation, Digitization, and Archives

Digital Preservation

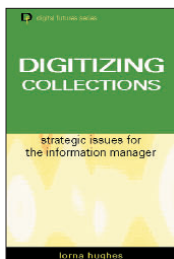
EDITED BY MARILYN DEEGAN
AND SIMON TANNER



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.

1-85604-485-8. 2004. 6 x 9. 256 pp. \$99.95. ⓘ



Digitizing Collections

STRATEGIC ISSUES FOR THE
INFORMATION MANAGER

BY LORNA HUGHES

This invaluable handbook answers the tough questions facing information professionals: when and how should I develop a strategy for digitizing materials and

what technologies are involved? Hughes covers:

- What to digitize and how
- Costs and benefits
- Management of projects
- Collaboration
- Digitization of printed documents
- Imaging
- Full-text conversion
- Handling of rare, unique and older materials
- Photographic images
- Sustainable delivery methods

1-85604-466-1. 2004. 6 x 9. 288 pp. \$85.00. ⓘ

Archiving Websites

A GUIDE FOR INFORMATION
MANAGEMENT PROFESSIONALS

New

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; and managing programs. This is an important resource for librarians, Web designers, policy-makers, and records managers.

1-85604-553-6. 2006. 6 x 9. 256 pp. \$99.95. ⓘ

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) 2004
Waldo Gifford Leland Award

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.

1-55570-467-0. 2003. 8 1/2 x 11. 457 pp. \$65.00.

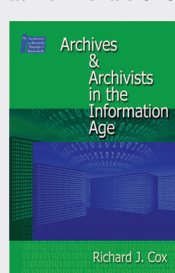
"Excellent." *Library Journal*

Archives and Archivists in the Information Age

BY RICHARD J. COX

Vital new information for
archivists and records managers

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.

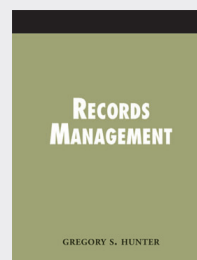
Chapters guide you through the creation of job descriptions and the hiring of archivists and consultants. Cox delineates the role of the archivist in the knowledge age, the profession's changing credentials and specialties, and the growing base of knowledge found in the field's scholarly works. Instructive and timely, this guide is essential for anyone interested in the important roles archivists play in modern institutions and the information profession.

1-55570-530-8. 2005. 6 x 9. 325 pp. \$85.00.

Records Management

A HOW-TO-DO-IT MANUAL
BY GREGORY S. HUNTER

New



Every organization — business, government, academic, and non-profit — produces a vast number of records that must be stored, preserved and accessed in order 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:

- Systematically identify the records generated by your institution
- Develop listings, retention schedules, and disposition policies
- Design and operate storage facilities
- Mark vital records — those necessary to restart operations in case of a disaster
- Format documents with micrographic or digital imaging
- Administer electronic records
- Comply with legal mandates

This unique manual will be required reading for students and professionals — anyone who needs to know the basics of records management.

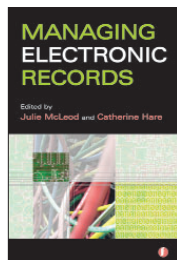
1-55570-539-1. 2006. 8 1/2 x 11. 250 pp. \$75.00.

Better Preservation, Digitization, and Archives

Managing Electronic Records

EDITED BY CATHERINE HARE
AND JULIE MCLEOD

New



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.

1-85604-550-1. 2006. 6 x 9. Hardcover. 272 pp. \$89.95.

Preservation Management for Libraries, Museums, and Archives

EDITED BY G. E. GORMAN AND SYDNEY J. SHEP

New



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. Leading experts from around the world share the latest information in this important guide to managing preservation.

1-85604-574-9. 2006. 6 x 9. 304 pp. \$125.00.

Management Skills for Archivists and Records Managers

BY ELIZABETH SHEPHERD
AND KAREN ANDERSON

New

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.

1-85604-584-6. 2006. 6 x 9. 256 pp. Hardcover. \$95.00.

Better Programming and User Services

Serving Seniors

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS
BY ROSEMARY HONNOLD
AND SARALYN A. MESAROS

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 building for seniors (including large print materials, audio books, program kits, and assistive technologies)
- Programming ideas — discussion groups, coffee clubs, cooking, travel, and historical games
- Partnering with other agencies
- Mixing seniors and youth for reading and storytimes and computer-based activities
- Volunteer, outreach, and homebound services

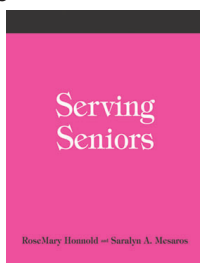
A special section lists print and on-line sources for tips from other librarians reaching out to an aging population. Honnold and Mesaros show how to revitalize your library's services to seniors with this comprehensive how-to manual.

1-55570-482-4. 2004. 8 1/2 x 11. 249 pp. \$59.95.

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

"The authors are to be congratulated for compiling such a collaborative, comprehensive, and practical book. I cannot imagine a public librarian who could not use this immediately."

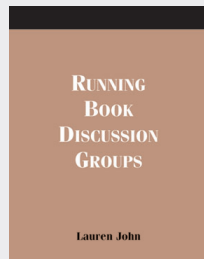
Public Libraries



Running Book Discussion Groups

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS
BY LAUREN JOHN

New



Features ready-to-use book discussion guidance

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; online forums; title selection; and much more.

1-55570-542-1. 2006. 8 1/2 x 11. 252 pp. \$55.00.

Library Contests

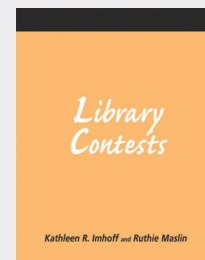
A HOW-TO-DO-IT MANUAL
BY KATHLEEN IMHOFF AND RUTHIE MASLIN

New

Contests are a great vehicle for showcasing your library's services, introducing new programs, raising funds, attracting new groups of patrons, and boosting your community commitment. This new how-to will answer your questions and guide you through the details of successful contests. From logistics to promotion, budgeting to post-event assessment, Imhoff and Maslin give you practical programming suggestions including how to:

- Address the needs of various age groups and their interests
- Partner with schools, businesses and other organizations
- Build an effective publicity and marketing program
- Plan, schedule, budget, and evaluate your event

Make your next library contest a winner



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 achieve the results you want and expect.

1-55570-559-6. 2006. 8 1/2 x 11. 150 pp. \$55.00.

Better Programming and User Services

Training Library Staff and Volunteers to Provide Extraordinary Customer Service

BY JULIE TODARO AND MARK L. SMITH

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”

Training Library Staff and Volunteers to Provide Extraordinary Customer Service



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 standards for what employees should know on day one, after the first week, after the first month, etc. This complete package includes

Train staff for excellent customer service

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.

1-55570-560-X. 2006. 8 1/2 x 11. 200 pp. \$65.00.

Libros Essenciales

BUILDING, MARKETING, AND PROGRAMMING A CORE COLLECTION OF SPANISH LANGUAGE CHILDREN'S MATERIALS
BY TIM WADHAM

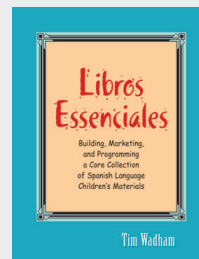
Libros Essenciales — the essential books to help you reach Spanish-speaking children or create bilingual storytimes.

Tim Wadham, author of the “highly recommended” (REFORMA) and “invaluable” (Booklist) how-to, *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 Essenciales* is an invaluable, comprehensive guide.

1-55570-575-8. 2006. 8 1/2 x 11. 315 pp. \$65.00.



Better Reference

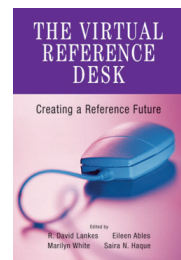
The Virtual Reference Desk Series

Expert Guidance from the nation's premier event for virtual reference, the **Virtual Reference Desk Conference.**

The VRD recipe for success: one part progressive thinking + one part application + one part guidance.

The Virtual Reference Desk

CREATING A REFERENCE FUTURE
EDITED BY R. DAVID LANKES, EILEEN ABELS, MARILYN WHITE, AND SAIRA N. HAQUE



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.

1-55570-555-3. 2006. 6 x 9. 226 pp. \$75.00.

The Virtual Reference Experience

INTEGRATING THEORY INTO PRACTICE
EDITED BY R. DAVID LANKES, JOSEPH JANES, LINDA C. SMITH, AND CHRISTINA M. FINNERAN

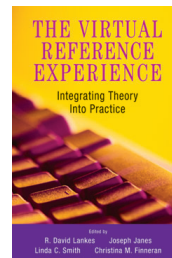
Virtual reference — today's fastest-expanding library service — raises many complex policy and implementation questions. This groundbreaking volume combines the most current thinking and theory with real-world experience from experts. Arranged in four distinct parts, this work covers: Users of Digital 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.

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

“Recommended for librarians who want to implement or improve digital reference services.” *Booklist*

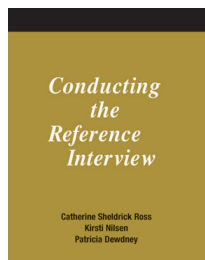
“Worth reading for administrators, researchers, and anyone interested in virtual reference.” *Journal of Electronic Resources in Medical Libraries*



Conducting the Reference Interview

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS

BY CATHERINE ROSS, KIRSTI NILSEN,
AND PATRICIA DEWDNEY



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, and models of human communication (sense making and microtraining), exercises for avoiding common pitfalls, the authors also offer dozens of examples of both successful and problematic reference interviews with constructive critiques and suggestions.

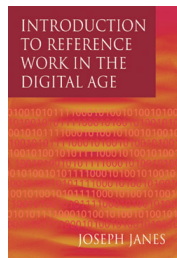
1-55570-432-8. 2002. 8 1/2 x 11. 242 pp. \$65.00.

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

"Packed with practical advice for anyone who participates in reference." *JAL*

Introduction to Reference Work in the Digital Age

BY JOSEPH JANES



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 onto 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.

1-55570-429-8. 2003. 6 x 9. 213 pp. \$59.95.

"An inspired and sincere attempt to re-envision modern professional practice and chart the potential future..." *Reference and User Services Quarterly*

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

Introduction to Reference Sources in the Health Sciences

FOURTH EDITION

COMPILED AND EDITED BY
JO ANNE BOORKMAN, JEFFREY HUBER,
AND FRED ROPER

Now, after almost a decade, a new edition of the standard guide to health science sources is available for students, librarians, and health professionals. Prepared under the auspices of the Medical Library Association, this completely updated and comprehensive fourth edition covers:

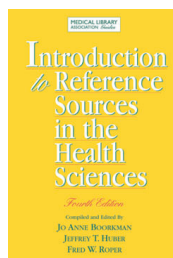
- Organization of reference collections
- Bibliographic sources for monographs and periodicals
- Indexing and abstracting resources
- U.S. government documents and technical reports
- Conferences, reviews, and translations
- Dictionaries, terminology, and thesauri
- Handbooks and manuals
- Drug information sources
- Consumer health, medical, and health statistics
- Directories and biographical sources
- History sources
- Grant sources

This new edition also emphasizes the growth of electronic resources and how they are used in conjunction with print sources.

1-55570-481-6. 2004. 6 x 9. 389 pp. \$75.00.

"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*



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

New

BY REBECCA BRUMLEY

300+ carefully selected policies, forms, and guidelines from over 100 libraries of different types and sizes.

Whether you are considering adding new services and want good policies, or you already have expanded service and would like to see if another library has a better solution 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 a structure in place with the ability to change and adapt to growing needs and new technology.

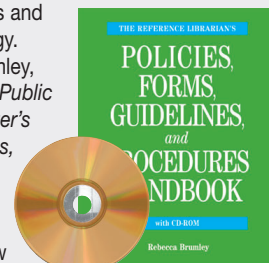
Rebecca Brumley, author of *The Public Library Manager's Forms, Policies, and Procedures Handbook* (Starred review in *Library Journal*)

now provides this book and CD-ROM with solutions, new ideas for service in your library, and comparisons to measure your policies against. At your fingertips, you will find tested and proven policies from public and academic libraries across the country covering both traditional and expanded service areas. The work is broken down into seven subjects:

- Mission and Management
- Personnel
- Reference Collections: Selection and Evaluation
- Circulation and ILL
- Query Categories, Resources, and Assistance Offered
- In-Person Patron Assistance
- Virtual Reference
- Reference Service for Children

Within these seven areas are 20 sections that address every issue involved in providing proper reference service to users, including what is successful in many libraries. Some of the contributors are small; some are large research centers; all contain solutions to common every day problems.

1-55570-569-3. 2006. 8 1/2 x 11. 339 pp. Book and CD-ROM. \$125.00



The New Walford — the most authoritative science, technology, and medical

For nearly fifty years, *Walford's Guide to Reference Materials* has been a leading guide to reference works. Now, *The New Walford* — a completely redesigned and expanded version of this classic guide to reference sources — meets 21st century reference needs with new print and electronic titles, Web sites, portals, and more. *The New Walford* is the essential guide for librarians, researchers, students, and others — for any one who needs to find their way through the vast quantity of resources available both in print and online: dictionaries; encyclopedias and directories; data, image, and text collections; societies and associations; digital databanks; online reference services; open archives; resource directories; and Web sites.

“A very different resource in design, focus, and layout...Subject classification has been greatly simplified...Further access points are provided by a detailed topic index plus a title and author index... Both print and Web resources are provided...This updated reference will be useful to librarians, researchers, and students.” *Booklist/Reference Books Bulletin*

“Science and technology information resources have changed radically since the last edition of *Walford's Guide to Reference Material* was released in 1999. *The New Walford* not only reflects the increasing influence of online resources, but has taken a new approach altogether....While selected traditional print resources — directories, encyclopedias, handbooks, dictionaries, indexes, thesauri, catalog — are still covered, more emphasis has been placed on new digital resources (image and text collections, blogs, RSS feeds) Web sites, and information producers....The topic index has also been expanded to include specialized subjects that do not have a section in their own right...The volume's strength lies in its currency and every public and academic library with a previous edition will want this update.” *Library Journal*

Invaluable advice for navigating databases

Comprehensive annotations for Web sites

196 OAister
University of Michigan
<http://oaister.umdl.umich.edu/oaister>
Project of the University of Michigan
Production Services, originally funded by
... Our goal is to create a collection of
difficult-to-access, academically-oriented
that are easily searchable by anyone.
defined as including items such as: elec-
journals; audio files; images; movies.
University of Illinois's Metadata Harvesting
oai.sourceforge.net).
Early April 2005, the service offered
records from 458 institutions. Example

One-stop coverage of titles in multiple formats — print, CD-ROM, and online

875 GeoRef
American Geological Institute
www.agiweb.org/georef [FEE-BASED]
Contains over 2.4 million records of North America since 1785, and other areas of the world since 1933; updated monthly. One of the most comprehensive geosciences
students and researchers for
sciences. Corresponds to
OF NORTH AMERICAN
OF GEOLOGY EXCLUSIVE OF
NORTH AMERICA. GEOPHYSICAL ABSTRACTS, and the BIBLIOGRAPHY

Up-to-date coverage of series

1710 The Merck Index
13th edn, Merck & Co Inc, 2001, 2198pp. CD-ROM version
\$65.00. ISBN 0911910131.
www.merckbooks.com/mindex
The concise authoritative quick referenc

each weekend completed

Updated information on classic print titles

2074 Encyclopedia of molecular cell biology and molecular medicine
R.A. Meyers, ed. 2nd edn, Wiley, 2004–2005, 9600pp. 16 v, \$5920.00. ISBN 3527305424.
www.wiley.com/WileyCDA [DESCRIPTION]
Major sections are: Nucleic acids; Proteins, peptides and amino acids; Structural determination techniques (DNA, RNA and protein); Biochemistry; Cellular biology; Biomolecular interactions; Molecular biology of specific organs or systems; Molecular biology of specific organisms; Molecular biology of specific diseases; Pharmacology; Biotechnology;

3190 Advances in Food and Nutrition Research
Academic Press, 2005, 336pp. \$149.95. ISBN 0120164493.
Chapters in this volume of the series established in 1948 are: Re-inventing the food guide pyramid to promote health; Plant pigments: properties, analysis, degradation; Chitin, chitosan and co-products: chemistry, production,
of the application of
; Detection of insect
infestation in stored foods: Compression and compaction

Easy access to periodicals

5150 Chemical & Engineering News
American Chemical Society
pubs.acs.org/cen/index.html
Covers the latest news in science, technology, government policy, business and industry. Subscribers can access feature stories on cutting-edge research, careers and employment, and education — as well as other ACS resources. The Society also publish *Chemical Industry Notes*, which covers worldwide news on the chemical industry from approximately 90 national and international business and trade journals.
Also available in print.

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Computer Software
Programming

Environmental
Engineering



Geology

Infectious Diseases

Microbiology Virology

Nuclear Energy

Organic Chemistry

Paleontology

Psychiatry

Public Health

Preventative Medicine

Veterinary Science

Web & Internet

Zoology

Who Will Use *The New Walford*?

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

Collection Development Librarians — to build comprehensive, quality collections that meet the demanding needs of 21st century students, researchers, and library users

Library Users — to discover the best sources in specific — and sometimes challenging — subjects

Students and Researchers — to find leading scholarly titles in their particular areas of study

If you or your users conduct science, technology, or medicine searches, ***The New Walford*** will guide you to the best sources in over 100 subjects. More than 6,000 resources were evaluated by experts in each field. Their evaluations include full bibliographic information, insightful summaries, features and highlights, review quotes, reading levels, and much more.

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for more details

Volume 1:

SCIENCE, TECHNOLOGY AND MEDICINE
1-85604-495-5. 2005. 8 1/2 x 11. Hardcover. 827 pp. \$395.00.

Available
Now

Volume 2:

THE SOCIAL SCIENCES
1-85604-498-X. 2006. 8 1/2 x 11. Hardcover. 800 pp. \$395.00.

Volume 3:

ARTS, HUMANITIES, AND GENERAL REFERENCE
1-85604-499-8. 2007. 8 1/2 x 11. Hardcover. 800 pp. \$395.00.

The Medical Library Association Encyclopedic Guide to Searching and Finding Health Information on the Web

Starred reviews in *Booklist*, *Choice*, and *Library Journal* hail the most complete and authoritative guide to medical information on the Internet ever compiled



Health is one of the most frequently searched topics in libraries. Instead of starting a health information search with a blank computer screen or simply accessing ordinary data available most anywhere on the Web, start your users off with help from the prestigious Medical Library Association. Each entry shows how an experienced medical information expert would approach the question. You can begin a truly valuable search knowing:

- Special searching issues
- What to ask
- Where to start
- Supplementary search strategies
- Topic profile
- Recommended search terms and important sites
- Hotline phone numbers
- FAQs
- Publications on the Internet
- Professional organizations
- Patient support organizations and discussion groups
- Best "One-Stop-Shops"

Finally, there's one ready-reference source written by librarians that covers every important aspect of the question you or your users want to answer.



Volume 1: **Search Strategies/Quick Reference Guide** 283 pages.

Volume 2: **Diseases and Disorders/Mental Health and Mental Disorders** 329 pages.

Volume 3: **Health and Wellness/Life Stages and Reproduction/Cumulative Index** 210 pages.

"An outstanding resource...."

The Medical Library Association Encyclopedic Guide to Searching and Finding Health Information on the Web lives up to its title....it will help both librarians and consumers search with confidence....It is essential for libraries involved in teaching information literacy."

Booklist/Reference Books Bulletin

"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

"This impressive reference comprises an entire course in how to find consumer health information specifically through the use of Internet-only Web sites and search engines. Even the most knowledgeable librarians will find something they don't know, or be reminded of a different way of searching the Web."

Library Journal

3 printed volumes. 1-55570-494-8. 2004. 8 1/2 x 11. 822 pp. \$395

Also available on a CD-ROM. (HTML, including hotlinks to all sites). 1-55570-495-6. 2004. \$395

Order all three volumes plus the CD-ROM. 1-55570-496-4. 2004. \$495

The Librarian's Guide to Genealogical Services & Research

BY JAMES SWAN

James Swan, a librarian and genealogist with forty years of experience, provides this unique resource that walks librarians through the genealogical process and provides them with a guide for serving practitioners. Swan explains:



- Documents involved — censuses, birth, marriage and death certificates, and many often — overlooked personal papers
- Collection development guidelines
- Acquisitions and preservation strategies for local history
- Remote resources
- Family histories
- Key indexes and databases for research.
- Genealogical resources on the Web

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). Swan's unique approach helps make librarians a first resource for genealogical research.

1-55570-491-3. 2004. 8 1/2 x 11. 361 pp. Book and CD-ROM. \$75.00.

"A useful tool for anyone wanting to establish, evaluate, or improve genealogical services in their library...could be used as a training manual or an evaluative tool; the material on the CD can save staff and patrons much time. Experienced and novice researchers will find good advice and information in both." *Booklist*

"This book should be purchased for every public library collection, studied by all public librarians, and acquired by all libraries serving genealogists, even those with the smallest of genealogical, local history, or family history collections." *ARBA*

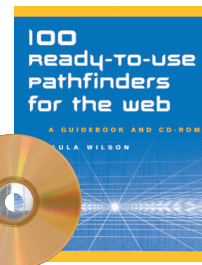
100 Ready-To-Use Pathfinders for the Web

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 is a template and guide for creating, presenting, marketing, linking, and cataloging Web-based pathfinders, along with 100 pathfinders featuring leading 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).

1-55570-490-5. 2004. 8 1/2 x 11. 247 pp. Book and CD-ROM. \$75.00.



"I highly recommend this book for all public, academic, and school librarians interested in creating and improving their libraries' online pathfinders." *Reference and User Services Quarterly*

Better Remote and Distance Learning

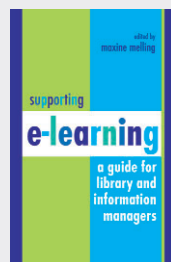
Supporting E-Learning

A GUIDE FOR LIBRARY AND INFORMATION MANAGERS
EDITED BY MAXINE MELLING

Manage your institution's distance learning with this helpful guide

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; and building instructional partnerships.

1-85604-535-8. 2005. 6 x 9. 256 pp. \$99.95.



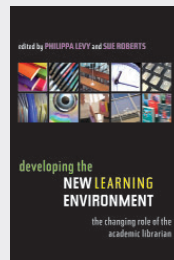
Developing the New Learning Environment

THE CHANGING ROLE OF THE ACADEMIC LIBRARIAN
EDITED BY PHILIPPA LEVY AND SUE ROBERTS

Learn the essentials of teaching today's college and university students

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 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; and managing learning support services.

1-85604-530-7. 2005. 6 x 9. 256 pp. \$99.95.



Libraries Without Walls 6:

EVALUATING THE DISTRIBUTED DELIVERY OF LIBRARY SERVICES

New

EDITED BY PETER BROPHY, JENNY CRAVEN, AND MARGARET MARKLAND

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. A valuable resource for all libraries needing to keep up-to-date on distance learner and virtual library issues, 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.

1-85604-576-5. 2006. 6 x 9. 288 pp. \$125.00.



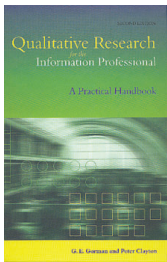
Praise for Previous Editions:

"Highly recommended for academic libraries that provide library services to remote users."

Journal of Academic Librarianship

Better Research Methods

Qualitative Research for the Information Professional



A PRACTICAL HANDBOOK, SECOND EDITION
BY G. E. GORMAN AND PETER CLAYTON

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
- Qualitative research design
- Formulating a research plan
- Interviewing and focus group techniques
- Historical investigation
- Web-based information
- Research software and applications
- Data analysis and interpretation
- Writing the research report
- Evaluation of findings

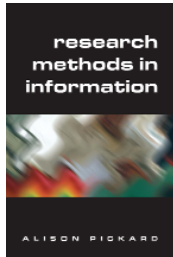
1-85604-472-6. 2004. 6 x 9. 320 pp. \$85.00.

Praise for the First Edition:

"I almost never unreservedly recommend a book in a review that I write. This book is an exception. Go buy it." *Library and Information Research News*

Research Methods in Information

BY ALISON PICKARD



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.

1-85604-545-5. 2006. 6 x 9. 336 pp. \$99.95.

New

Identifying and Analyzing User Needs:

A COMPLETE HANDBOOK AND READY-TO-USE ASSESSMENT WORKBOOK WITH DISK
BY LYNN WESTBROOK

Every library needs to understand its patrons and potential users, yet the prospect of formal research can be so daunting that many libraries don't carry out information needs assessments unless they can afford a consultant. 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. The workbook template on the companion disk allows you to create a customized plan incorporating the input of staff, trustees, friends, directors, and volunteers. Includes examples of successful recent studies from public, school, and academic libraries.

1-55570-388-7. 2000. 6 x 9. 307 pp.
Book and one 3 1/2 inch disk. \$79.95.

"Concise, readable guide....I recommend to both practitioners and researchers." *RUSQ*

"This is a recommended purchase for any library, including smaller libraries, which may not have staff with the necessary research expertise on whom they can depend." *Journal of Access Services*

Better Staffing

Resume Writing and Interviewing Techniques that Work!

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS
BY ROBERT NEWLEN

Includes sample resumes, cover letters, interview answers, and more!

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. 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:

- Mapping out a strategy for navigating the interview process by researching organizations
- Rehearsing
- Dressing for success
- Developing questions to ask interviewers
- Etiquette
- Speaking about yourself
- Following up and more



1-55570-538-3. 2006. 8 1/2 x 11. 190 pp. \$55.00.

Achieving Diversity

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS

EDITED BY BARBARA I. DEWEY AND LORETTA PARHAM

Barbara Dewey and Loretta Parham join 50 other librarians, including Tracie Hall, Emma Bradford Perry, and Hannelore B. Rader, to explore one of the major issues facing the profession — diversity. This innovative guide explores how 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 numerous forms and documents including library diversity plans; residency and intern job descriptions; recruitment materials; programming plans and documents; and Web resources. With guidance drawn from real experience in public and academic libraries, this unique guide will help to make diversity a reality in libraries.

1-55570-554-5. 2006. 8 1/2 x 11. 246 pp. \$75.00.

New

Important strategies for everything from recruitment to assessment

Supervising Staff

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS

BY MARCIA TROTTA

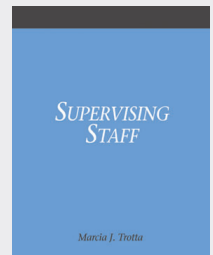
Are you a newly-promoted librarian or paraprofessional intimidated by the supervising process? Here is a comprehensive overview that covers the responsibilities and requirements of supervision as well as some of the basic and the best tools for managing effectively. This how-to answers your new questions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

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

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

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.

1-55570-524-3. 2006. 8 1/2 x 11. 194 pp. \$59.95.



New

Features 'On the Job Q & As,' checklists, and scripts new supervisors can use everyday

Staffing the Modern Library:

A HOW-TO-DO-IT MANUAL

BY JOHN M. COHN AND ANN L. KELSEY

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 the book’s concepts can be applied to some of today’s most challenging and common scenarios. Library administrators seeking solutions for the critical service issues their libraries face in the 21st century will want to keep this manual nearby.



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

Developing Academic Library Staff for Future Success

EDITED BY MARGARET OLDROYD

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.

1-85604-478-8. 2004. 6 x 9. 192 pp. \$99.95. 

“A thoughtfully reasoned and presented expert resource.” *Library Bookwatch*



Performance Management and Appraisal

A HOW-TO-DO-IT MANUAL FOR LIBRARIANS

BY G. EDWARD EVANS

PERFORMANCE APPRAISAL.

Whether you are a high level manager or a first year supervisor, the mere mention of this term probably causes unnecessary anxiety. Management expert Ed Evans eliminates the performance appraisal jitters and shows you how to make the most out of evaluations and reviews. Chapters cover:

- Developing standards and methods for appraisal
- Delivering appraisal reports
- Methods of ranking and scaling
- Benefits of outcome-oriented appraisal
- Legal issues
- Assessing teams and committees
- 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.

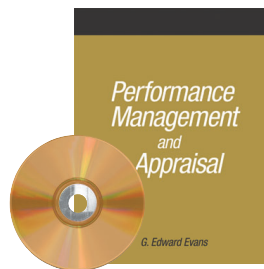
Chock-full of tips, tables, checklists, bulleted points, and useful forms, this practical guide should be on every manager’s desk.

1-55570-498-0. 2004. 8 1/2 x 11. 293 pp. Book and CD-ROM. \$75.00.

“Managers wanting to improve their workplace will want to study this new manual.” *Booklist*

“Those who are truly interested in making a positive statement with a performance appraisal will receive help from this book.”

ARBA



The Neal-Schuman Directory of Public Library Job Descriptions

BY REBECCA BRUMLEY

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*

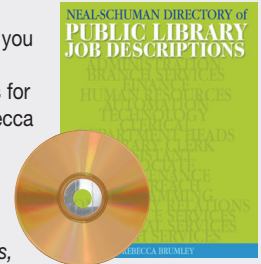
Procedures Handbook, returns with this new guide to public library job descriptions — featuring more than 150 job titles that address the full scope of public library functions. Culled from libraries across North America, each job description is reproduced in its entirety, including:

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

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.

1-55570-523-5. 2005. 8 1/2 x 11. 353 pp. Book and CD-ROM. \$125.00.

“This practical volume, developed from actual job descriptions, should be helpful to most public libraries that need to create or revise position descriptions.” *Booklist*



Better Storytelling and Storytimes

Mother Goose on the Loose

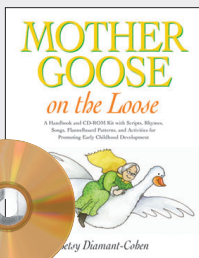
A HANDBOOK AND CD-ROM KIT WITH SCRIPTS, RHYMES, SONGS, FLANNEL-BOARD PATTERNS, AND ACTIVITIES FOR PROMOTING EARLY CHILDHOOD DEVELOPMENT
BY BETSY DIAMANT-COHEN

New

Invite the whole family to your library

Jump-start children's learning and brain development with this valuable manual. Here you'll find activities that build motor, music, social and pre-literacy skills in infants and toddlers. The author — an award-winning program creator — incorporates books, rhymes, fingerplays, 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 CD features 10 complete MGOL scripts and an audio sample of an actual program.

1-55570-536-7. 2006. 8 1/2 x 11. 440 pp.
Looseleaf Binder and CD-ROM. \$85.00.



The Sound of Storytime

BY TIARA V. DIXON AND PAULA BLOUGH

New

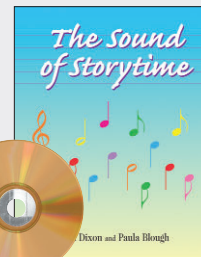
Use music and rhythm to make storytime swing

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 craft
- 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!

1-55570-552-9. 2006. 8-1/2 x 11. 208 pp. Book and Multimedia CD. \$59.95.



Storytime Action!

2,000+ IDEAS FOR MAKING 500 PICTURE BOOKS INTERACTIVE

BY JENNIFER BROMANN



Move children from their love of storytime to a love of books and reading with the thousands of practical suggestions in this popular guide. It's a strategic way to showcase the book and its theme, so students become involved and eager for more. 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.

1-55570-459-X. 2003. 6 x 9. 295 pp. \$45.00.

"Experienced programmers...will surely find a suggestion (or two or three) to refresh their enthusiasm for programming; new librarians and novice programmers will find here a plethora of suggestions for expanding their storytime activities." *Bulletin of the Center for Children's Books*

Children's Books

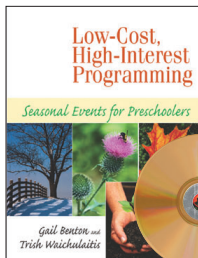
"Dynamic yet common-sense approach...An especially useful reference. Recommended for both school and public libraries." *Public Libraries*

Low-Cost, High-Interest Programming

SEASONAL EVENTS FOR PRESCHOOLERS

BY GAIL BENTON AND TRISHA WAICHULAITIS

Want to be able to entertain 5 to 500 preschoolers, inexpensively and efficiently? Benton and



Waichulaitis will show you how with 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 any sized library.

1-55570-502-2. 2004. 8 1/2 x 11. 230 pp.
Book and Multimedia CD. \$65.00.

Ready-To-Go Storytimes

FINGERPLAYS, SCRIPTS, PATTERNS, MUSIC, AND MORE

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.

1-55570-449-2. 2003. 8 1/2 x 11. 239 pp.
Book and Audio CD. \$59.95.

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

Ready-To-Go Storytimes



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

Better Teen Programs and Materials

Connecting Young Adults and Libraries

A HOW-TO-DO-IT MANUAL, THIRD EDITION
BY PATRICK JONES, MICHELE GORMAN,
AND TRICIA SUELLENTROP

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, promotion, technology, youth involvement, and more. Chapters filled with

hundreds of "best practices," 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, Third 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.

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

"I have welcomed, loved, and used *Connecting Young Adults and Libraries* through two editions, but this third edition is so much better that I cannot believe anyone purporting to serve adolescents in libraries in the 21st Century can claim to be doing anything without being familiar with it!" 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*

"It would be quite easy to build an entire library school course around this thoroughly revised edition...The information here is invaluable... Consider it an investment in continuing education for staff and one's self." VOYA

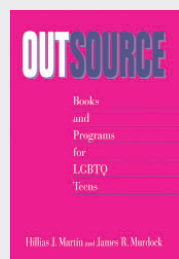
OutSource

A HANDBOOK FOR SERVING
LGBTQ TEENS AT THE LIBRARY
BY HILLIAS J. MARTIN AND
JAMES R. MURDOCK

New

A landmark new work for serving lesbian, gay, bisexual, transgender, and questioning teens

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, nonfiction, 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

1-55570-566-9. 2006. 6 x 9. 225 pp. \$55.00.

Get Popular @ the Library

BY JULIE THOMAS BARTEL
AND BROOKE YOUNG

New

Talk to teens in their own language

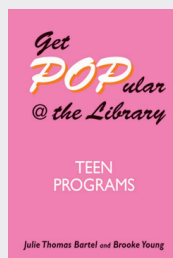
If you want to reach today's teen readers, you better stay in touch with what interests them. And, what

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
- Crafts and fashion
- Music
- Computers and video games
- Art of comics, graffiti, manga
- 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."

1-55570-558-8. 2006. 6x9. 225 pp. \$55.00.



Connecting with Reluctant Teen Readers

TIPS, TITLES, AND TOOLS

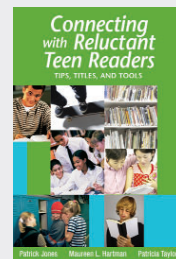
BY PATRICK JONES, MAUREEN L. HARTMAN,
AND PATRICIA P. TAYLOR

New

The miracle you need to transform reluctant readers!

It may sometimes seem that only a miracle would 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). The featured lists highlight over 600 sure-fire books, magazines, and series including:

- Best Book for Struggling Middle School Readers
- Best Books for Boys of All Ages
- Best New Adult Fiction for Teens
- Best Turn-around Titles that Get Non-Readers Reading
- Best Magazines
- Best 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.

1-55570-571-5. 2006. 300 pp. 6 x 9. \$59.95.

Better Teen Programs and Materials

Teen Book Discussion Groups @ the Library

BY CONSTANCE B. DICKERSON

In this book you'll learn how to ask questions that evoke more than monosyllabic answers. Dickerson draws on her years of experience in leading popular book discussion groups and shares her proven techniques. Content includes:

- 15 'surefire' suggestions for successful book discussions, covering all the details from group size and rules to optimum settings
- 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

You'll use the suggested questions to start provocative discussions and you'll appreciate the hard-working tools this book offers to help you and your classroom colleagues plan and facilitate memorable conversations with your teen readers.

1-55570-485-9. 2004. 6 x 9. 172 pp. \$49.95.

"Highly recommended for both school and public libraries." *Public Libraries*

More Teen Programs That Work

BY ROSEMARY HONNOLD

In a follow-up to her highly praised *101+ Teen Programs that Work*, YA program expert RoseMary 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.

1-55570-529-4. 2005. 6 x 9. 245 pp. \$49.95.

"A valuable resource for school and public librarians serving young adults." *Booklist*

"The easy-to-use format and wide variety of programs presented combine to make this resource essential." *VOYA*

More Booktalking That Works

BY JENNIFER BROMANN

From the author of the popular *Booktalking that Works*, this new collection gives you 200+ titles and brand new booktalks to expand your repertoire. 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, including fiction, nonfiction, poetry, biography, and multicultural works

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.

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



"Practical advice...school and public librarians will find many helpful hints, whether they are novice or veteran booktalkers." *Booklist*

"The advice is simple but effective....This is a good purchase for any new practitioners. Even experienced media specialists might pick up a tip or two." *School Library Journal*

Teen Reading Connections

BY TOM K. REYNOLDS

This unique resource gives you proven strategies for linking teens and books, providing you with tips for using fiction, nonfiction, 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 covering every genre and format: manga, teen realism, series books, graphic novels, sci-fi and fantasy, nonfiction, instructional titles, magazines, and more
- Suggestions for more effective booktalks, teen spaces, book displays, promotion, discussion groups, school programs, and technology applications

1-55570-506-5. 2005. 6 x 9. 149 pp. \$49.95.

"Offers strategies, programs, and tools...relevant...current...presented in an easy-to-find format." *Booklist*

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

The Teen Reader's Advisor

BY ROSEMARY HONNOLD

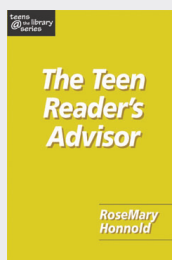
New

Solve the teen reading puzzle with this multi-purpose tool

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
- Access well-researched lists of genre authors, YA literature formats, and lists of fiction titles (10 for each topic) on the topics most requested by teens, parents, and teachers

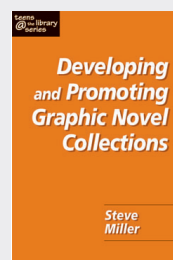
Whether you're directly involved in reader's advisory for teens, or you're looking for support in collection development and outreach, this new guide, written by an insightful, experienced YA Services Coordinator, will give you great ideas for connecting with your teen patrons.

1-55570-551-0. 2006. 6 x 9. 425 pp. \$75.00.

Developing and Promoting Graphic Novel Collections

BY STEVE MILLER

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 nitty-gritty 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!

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

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

"Useful information for any school or public library teen librarian...valuable." *Booklist*

"Will give librarians sufficient argument to build a graphic novel collection for their libraries....The highlight of the book is its section on the use of graphic novels in education" *VOYA*

Better Youth and Children's Programs and Materials

Fiore's Summer Library Reading Program Handbook

BY CAROLE D. FIORE

It's here! The long-awaited new guide you've asked for is now available. Carole Fiore, director of Florida's award-winning summer reading program, has created an expansive, timely handbook for summer reading programs. Includes:

- Insight into setting goals and objectives
- Tips for establishing themes and schedules
- Strategies for marketing and promoting events
- 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!

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

"An exciting guide to achieving winning reading programs during the summer." *Booklist*

"Rich as a source of ideas and practical as a manual, this book provides the widest range of information needed, from planning to implementation....This book offers a comprehensive compendium of ideas from which librarians will be able to make choices that fit their own community's needs." *Children and Libraries*

"Contains a wealth of information...Fiore's authoritative book belongs in every library's professional collection." *VOYA*



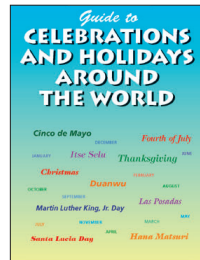
Neal-Schuman Guide to Celebrations and Holidays Around the World:

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, Kodomo-no-Hi, Diwali, Dia de los Muertos, the Festival of St. Lucia, Mardi Gras, plus 73 others! Grouped by month, and with



chapters on year-round special events (such as birthdays, weddings, Powwows, and quinceañeras), this innovative and easy-to-use guide provides grade-specific advice on books, media, and learning activities.

1-55570-479-4. 2004. 8 1/2 x 11. 452 pp. \$59.95.

"School and public librarians will want to consider purchasing this extensive guide to resources for study and celebration of world holidays." *The Bulletin of the Center for Children's Books*

"Access options abound in this hefty, comprehensive guide." *School Library Journal*

"Useful to elementary librarians and teachers looking for culturally sensitive resources and activities to teach K-8 students about more than 80 holidays...A welcome addition to most elementary school libraries." *Booklist*

The Family-Centered Library Handbook

New

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

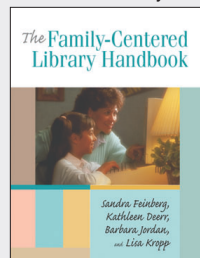
Looking for high-impact strategies to reach the families of young readers? Here's help for everyone on your team!

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.

1-55570-541-3. 2006. 8 1/2 x 11. 200 pp. \$65.00.



Shelf-Esteem

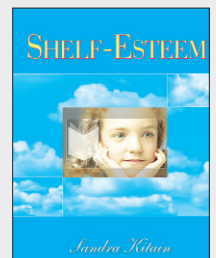
BY SANDRA KITAIN

New

A unique reader's advisory tool for young readers

You can use the emotional power of books to help young readers develop strength, happiness, and confidence. Author Sandra Kitain has identified many of the best books that deal with the tough topics kids face in today's world, including divorce, death, moving, sibling rivalry, fire, substance abuse, friendship, multiculturalism, separation anxiety, and more. Each entry includes a booktalk to engage young readers; an activity to help them understand and personalize the topic; and discussion questions to aid in the emotional development of elementary school readers. Kitain also encourages involvement with dramatic arts, movement, and music to build student confidence and a lifelong love of reading. *Shelf Esteem* fills two critical library needs. It's a valuable reader's advisory resource to help you connect children with the right books at the right times. It's also a powerful resource for collection development and programming for both public and school libraries.

1-55570-568-5. 2006. 8 1/2 x 11. 180 pp. \$49.95



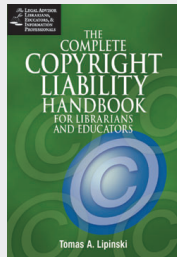
Better Understand Copyright and Legal Issues

The Complete Copyright Liability Handbook for Librarians and Educators

BY TOMAS A. LIPINSKI

New

Essential tools you can use to protect your library — includes a copyright compliance audit



As a librarian and information professional, you understand the ethical and legal responsibilities you have — not only to your patrons — but also to the information you provide, including the copyrighted materials you license, loan, digitize, and deliver. This must-have

comprehensive guidebook covers copyright issues for print, nonprint and new technologies (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 — a library educator, licensed attorney, and frequent presenter of copyright workshops — 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.

1-55570-532-4. 2006. 6 x 9. 413 pp. \$125.00.

“Tomas Lipinski has done a masterful job in demystifying the law and creating a very readable and usable handbook. It is an important addition to the literature which will quickly become a standard reference tool for librarians and educators.” *From the Foreword by*

Laura N. Gasaway

Technology and Copyright Law

A GUIDEBOOK FOR THE LIBRARY, RESEARCH, AND TEACHING PROFESSIONS, SECOND EDITION

BY ARLENE BIELEFIELD AND LAWRENCE CHEESEMAN

New

Technology and Copyright Law

A GUIDEBOOK FOR THE LIBRARY, RESEARCH, AND TEACHING PROFESSIONS
SECOND EDITION

by Arlene Bielefeld and Lawrence Cheeseman

Anticipate, avoid, and respond appropriately to technology-related legal issues

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 it's 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
- The TEACH Act and its implications for libraries and classrooms

1-55570-570-7. 2006. 6x9. 200 pp. \$65.00.

The Center for Intellectual Property Handbook

EDITED BY KIMBERLY BONNER

New

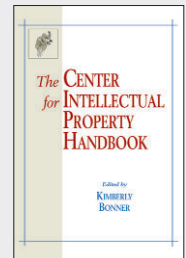
Expert guidance from Kenneth Crews, Laura Gasaway, Clifford Lynch, and more — all in one place

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 quality, accuracy, and timeliness of the resource is guaranteed. Nine chapters cover topics including:

- Basic concepts of copyright law in the digital environment
- Copyright ownership
- The impact of the TEACH Act
- Electronic resources
- Fair use and licensing
- The Digital Millennium Copyright Act
- Digital Rights Management systems

Each of the subject specific chapters represents a distinct and complete work on that particular topic. 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.

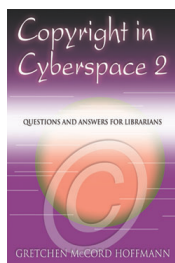
1-55570-561-8. 2006. 6x9. 250 pp. \$85.00



Copyright in Cyberspace 2

QUESTIONS AND ANSWERS FOR LIBRARIANS

BY GRETCHEN MCCORD HOFFMANN



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, and more. New and expanded chapters feature information on the Digital Millennium Copyright Act, file-sharing, licensing, writing a copyright policy, and more.

1-55570-517-0. 2005. 6 x 9. 275 pp. \$75.00.

“Important and timely...An accessible and strongly recommended guide to copyright in a digital environment, essential not only for librarians, but for educators in general.” ARBA

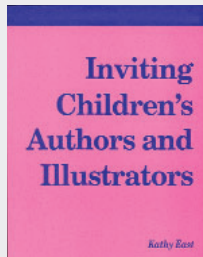
“This book is an excellent reference source...I highly recommend it for all libraries.” *Reference and User Services Quarterly*

- 100 Ready-To-Use Pathfinders for the Web, 19
 101+ Great Ideas for Libraries and Friends, 1
 Achieving Diversity, 20
 Archives and Archivists in the Information Age, 12
 Archiving Websites, 12
 Access and Identity Management, 6
 Becoming a Library Teacher, 8
 Beyond the Basics, 10
 Building Better Web Sites, 5
 Buying and Contracting for Resources and Services, 3
 Cataloging and Organizing Digital Resources, 1
 Center for Intellectual Property Handbook, 26
 College Student's Research Companion, 8
 Complete Copyright Liability Handbook for Librarians and Educators, 26
 Conducting the Reference Interview, 15
 Connecting with Reluctant Teen Readers, 23
 Connecting Young Adults and Libraries, 23
 Content Management Handbook, 6
 Copyright in Cyberspace, 26
 Creating a Comprehensive Information Literacy Plan, 7
 Developing Academic Library Staff for Future Success, 21
 Developing and Maintaining Practical Archives, 12
 Developing and Promoting Graphic Novel Collections, 24
 Developing the New Learning Environment, 19
 Digital Literacies for Learning, 8
 Digital Preservation, 12
 Digitizing Collections, 12
 Disaster Planning, 11
 E-books in Libraries, 3
 E-Journals, 2
 E-metrics for Library and Information Professionals, 2
 Essential Cataloguing, 1
 Essential Classification, 1
 Essential Dewey, 1
 Essential Thesaurus Construction, 2
 Family-Centered Library Handbook, 25
 Fiore's Summer Library Reading Program Handbook, 25
 Get Popular @ the Library, 23
 Grants for Libraries, 4
 Hennen's Public Library Planner, 11
 Identifying and Analyzing User Needs, 20
 Information Architecture, 6
 Information Commons Handbook, 11
 Information Literacy Instruction, 8
 Introduction to Reference Sources in the Health Sciences, 15
 Introduction to Reference Work in the Digital Age, 15
 Kovacs Guide to Electronic Library Collection Development, 3
 Learning to Lead and Manage Information Literacy Instruction, 7
 Learning to Learn, 8
 Librarian's Guide to Developing Christian Fiction Collections, 4
 Librarian's Guide to Developing Christian Fiction Collections for Adults, 4
 Librarian's Guide to Developing Christian Fiction Collections for Children, 4
 Librarian's Guide to Developing Christian Fiction Collections for Young Adults, 4
 Librarian's Guide to Genealogical Services and Research, 19
 Libraries Designed for Users, 11
 Libraries Without Walls 6, 19
 Library Contests, 13
 Library Marketing that Works, **
 Library Public Relations, Promotions, and Communications, **
 Libros Essenciales, 14
 Low-Cost, High-Interest Programming, 22
 Management Basics for Information Professionals, 9
 Management Skills for Archivists and Records Managers, 13
 Managing Acquisitions in Library and Information Services, 3
 Managing Budgets and Finances, 4
 Managing Change, 10
 Managing Electronic Records, 13
 Managing Information Services, 10
 Managing Outsourcing in Library and Information Services, 10
 Managing Student Assistants, 10
 Medical Library Association Encyclopedic Guide to Searching and Finding Health Information on the Web, 18
 Mother Goose on the Loose, 22
 Metadata for Information Management and Retrieval, 6
 More Booktalking That Works, 24
 More Teen Programs That Work, 24
 Motivating Students in Information Literacy Classes, 7
 Neal-Schuman Directory of Public Library Job Descriptions, 21
 Neal-Schuman Guide to Celebrations and Holidays Around the World, 26
 Neal-Schuman Library Technology Companion, 5
 New Walford, 16-17
 Organizing Information, 2
 OutSource, 23
 Performance Management and Appraisal, 21
 Plagiarism Plague, 9
 Portals, 5
 Preservation Management for Libraries, Museums, and Archives, 13
 Information Literacy Instruction That Works, 7
 Project Management, 10
 Public Library Manager's Forms, Policies, and Procedures Handbook, 9
 Qualitative Research for the Information Professional, 20
 Raising Funds with Friends Groups, 4
 Ready-To-Go Storytimes, 22
 Records Management, 12
 Reference Librarian's Policies, Forms, Guidelines, and Procedures Handbook, 15
 Research Methods in Information, 20
 Resume Writing and Interviewing Techniques That Work, 20
 Running Book Discussion Groups, 13
 Running a Small Library, 9
 Shelf-Esteem, 25
 Selecting and Managing Electronic Resources, 2
 Serving Seniors, 13
 Sound of Storytime, 22
 Staffing the Modern Library, 21
 Storytime Action, 22
 Supervising Staff, 20
 Supporting E-learning, 19
 Teaching Information Skills, 8
 Technology and Copyright Law, 26
 Teen Book Discussion Groups @ the Library, 24
 Teen Reader's Advisor, 24
 Teen Reading Connections, 24
 Training Library Staff and Volunteers to Provide Extraordinary Customer Service, 14
 Using PDAs in Libraries, 5
 Using XML, 6
 Virtual Reference Desk, 14
 Virtual Reference Experience, 14
 Wireless Networking, 5
 XHTML and CSS Essentials for Library Web Design, 6

*** See Inside Front Cover*

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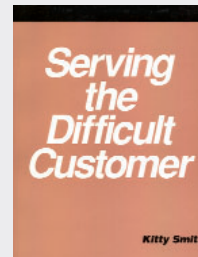
Inviting Children's Authors and Illustrators
A HOW-TO-DO-IT MANUAL
1-55570-182-5
~~\$55.00~~

Kathy East



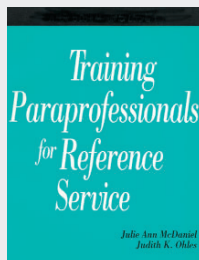
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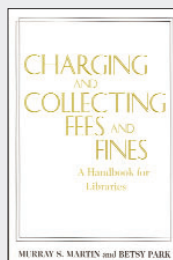
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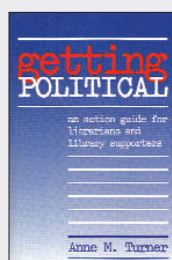
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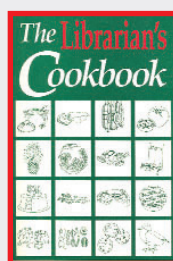
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