

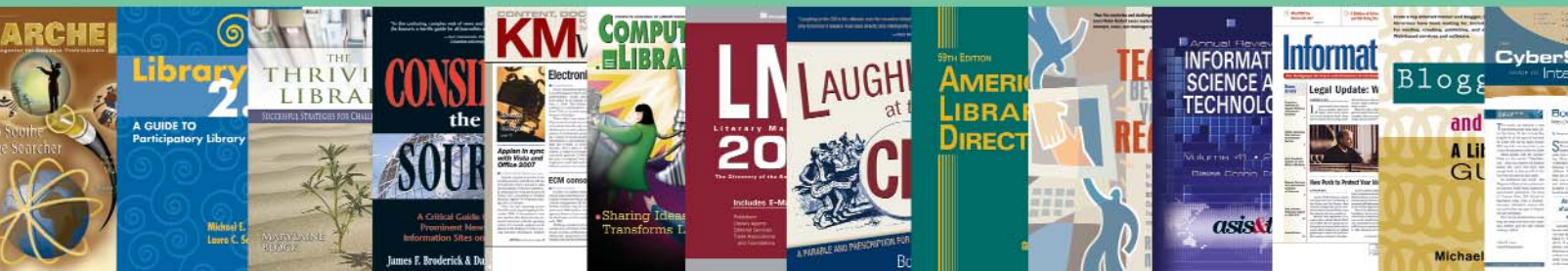
MAGAZINES ✨ BOOKS ✨ NEWSLETTERS ✨ DIRECTORIES ✨ JOURNALS ✨ CONFERENCES



Information Today, Inc.

CATALOG

Information Services | Online and the Internet | Competitive Intelligence | Library and Information Science
American Society for Information Science & Technology | Knowledge Management | American Society of Indexers



2007

Spring/Summer

www.infotoday.com

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Information Today, Inc.
is **MORE** than just a publisher!

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WebSearch University
April 30 – May 1, 2007
Sheraton Philadelphia City Center Hotel
Philadelphia, PA
www.websearchu.com

Enterprise Search Summit
May 14 – 16, 2007
Hilton New York
New York, NY
www.enterprisesearchsummit.com

Streaming Media East
May 14 – 16, 2007
Hilton New York
New York, NY
www.streamingmedia.com/east

SpeechTEK New York
August 20 – 23, 2007
Marriott Marquis
New York, NY
www.speechtek.com

WebSearch University DC
September 17 – 18, 2007
Washington Marriott
Washington, DC
www.websearchu.com

Streaming Media Europe
October 4 – 5, 2007
Copthorne Tara Hotel
London, England
www.streamingmedia.com/europe

Internet Librarian International
October 8 – 19, 2007
Copthorne Tara Hotel
London, England
www.internet-librarian.com

Internet Librarian
Internet@Schools West
October 29 – 31, 2007
Monterey, CA
www.infotoday.com/il2007

KMWorld & Intranets
Content Management
Taxonomy Boot Camp
November 6 – 8, 2007
San Jose McEnery Convention Center
San Jose, CA
www.kmworld.com/kmw07

Streaming Media West
November 6 – 8, 2007
San Jose McEnery Convention Center
San Jose, CA
www.streamingmedia.com/west

CONFERENCES

For more information on any of these conferences, including registration information, the latest updates, and access to online programs, visit the Information Today, Inc. Web site at www.infotoday.com.

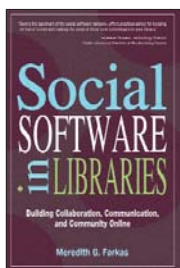
New & Noteworthy Books

Social Software in Libraries

Building Collaboration, Communication, and Community Online

By Meredith G. Farkas

Foreword by Roy Tennant



Here is the first book to explore the growing phenomenon of social software and how these technologies can be applied in libraries. Social software lets libraries show a human face online, helping them communicate, educate, and interact with their communities. This nuts-and-bolts guide provides librarians with the information and skills necessary to implement the most popular and effective social software technologies: blogs, RSS, wikis, social networking software, screencasting, photo-sharing, podcasting, instant

messaging, gaming, and more. Success stories and interviews highlight these tools' ease-of-use and tremendous impact. Novice readers will find ample descriptions and advice on using each technology, while veteran users of social software will discover new applications and approaches. Supported by the author's Web page.

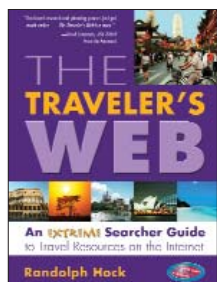
2007/336 pp/softbound/ISBN 978-1-57387-275-1

\$39.50

The Traveler's Web

An Extreme Searcher Guide to Travel Resources on the Internet

By Randolph Hock; Foreword by David Grossman



"The travel research and planning process just got much easier. ... *The Traveler's Web* is a must."

—David Grossman, *USA TODAY*

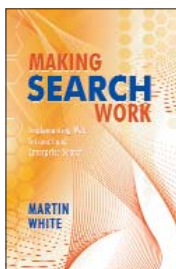
Ran Hock has done it again! This time, "The Extreme Searcher" turns to the world of travel—a topic the globetrotting author might say he knows all too well. *The Traveler's Web* presents an amazing range of travel resources, but this is no mere directory of great sites: Savvy search tips and techniques will help improve your planning process and the journeys to follow. You'll learn to make the most of the Web for leisure and business travel, from planning and reservations to the countless ways the Internet can enhance your experience of destinations and cultures the world over. As with all Extreme Searcher books, *The Traveler's Web* is supported by an updated Web page.

CyberAge Books • 2007/432 pp/softbound/ISBN 978-0-910965-75-0 \$19.95

Making Search Work

Implementing Web, Intranet and Enterprise Search

By Martin White



This important book is designed to help organizations understand, evaluate, and implement desktop, Web site, intranet, and enterprise search applications. Information guru Martin White explains search technology in clear, non-technical language and describes the benefits and issues for a range of solutions—from high-end to affordable plug-and-play software products. In addition to providing critical guidance for anyone charged with implementing an organization's internal search strategy,

the book features a glossary, suggestions for further reading, and an annotated listing of firms providing Web, intranet, and enterprise search solutions.

The North American edition of *Making Search Work* is published by Information Today, Inc. in cooperation with Facet Publishing (London). To order the book outside North America, visit www.facetpublishing.co.uk.

May 2007/192 pp/hardbound/ISBN 978-1-57387-305-5

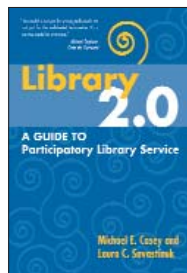
\$69.50

Library 2.0

A Guide to Participatory Library Service

By Michael E. Casey and Laura C. Savastinuk

Foreword by Michael Stephens



"In this book, you'll discover the thinking behind Library 2.0 and its implementation, from user-centered planning to the need for constant evaluation. ... This model is not just for serving Millennials. It's not just for the well-heeled techno-elite. It's a service model for everyone."

—Michael Stephens

Two of the first and most original thinkers on Library 2.0 introduce the essential concepts and offer ways to improve service to better meet the changing needs of 21st-century library users. Describing a service model of constant and purposeful change, evaluation and updating of library services, and user participation, the book both outlines the theoretical underpinnings of Library 2.0 and provides practical advice on how to get there. From incorporating technology to reaching the "Long Tail," from getting buy-in to maintaining momentum, all aspects of Library 2.0 are covered.

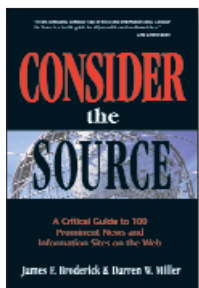
2007/200 pp/softbound/ISBN 978-1-57387-297-3

\$29.50

Consider the Source

A Critical Guide to 100 Prominent News and Information Sites on the Web

By James F. Broderick and Darren W. Miller



“Whether you are a journalism student, a news junkie looking for another fix or just a concerned reader wondering if you’re getting the most accurate information, [this] guide will help you improve the quality of your bookmark list and RSS feeds.”

—Robert Niles, editor, Online Journalism Review

The famous slogan of one major TV news network, “More people get their news from ... than from any other source,” now applies to the Internet. But where can you find the news

you need, how can you gauge its veracity, and how can *anyone* keep up? The answers are in this unique book by a professor of journalism and a working reporter. Jim Broderick and Darren Miller have written an A-to-Z guide to the best and worst news and information sites, featuring 100 in-depth, critical reviews, and a 5-star rating system. You’ll discover dozens of reliable sites that meet your needs, learn what to expect before you log on, and gain a reporter’s hardnosed perspective on the motives and bias behind each resource. The supporting Web site is a virtual portal to the world of online news.

June 2007/472 pp/softbound/ISBN 978-0-910965-77-4 \$24.95



The Extreme Searcher’s Internet Handbook, 2nd Edition

A Guide for the Serious Searcher

By Randolph Hock



“Great tips, clear explanations ... This book should be on every searcher’s desk.”

—Mary Ellen Bates

The Extreme Searcher’s Internet Handbook is the essential guide for anyone who uses the Internet for research—librarians, teachers, students, writers, business professionals, and others who need to search the Web proficiently. In this fully updated second edition,

award-winning writer and Internet trainer Ran Hock covers strategies and tools (including search engines, directories, and portals) for all major areas of Internet content. Readers with little to moderate searching experience will appreciate Hock’s helpful, easy-to-follow advice, while experienced searchers will discover a wealth of new ideas, techniques, and resources. Anyone who teaches the Internet will find this book indispensable. Supported by a Web page.

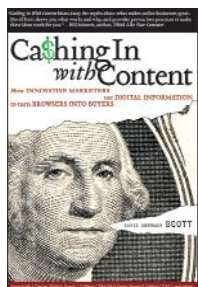
2007/360 pp/softbound/ISBN 978-0-91065-76-7 \$24.95



Cashing In with Content

How Innovative Marketers Use Digital Information to Turn Browsers into Buyers

By David Meerman Scott; Foreword by Michelle Manafy



According to Web marketing expert David Meerman Scott, too many Web marketers focus on style over substance. While a site may win awards for graphic design, Scott demonstrates in this book that the key to Web marketing success is compelling content, delivered in new and surprising ways. *Cashing In with Content* features interviews with 20 of today’s most innovative Web marketers, who share their secrets for using content to turn browsers into buyers, to encourage repeat

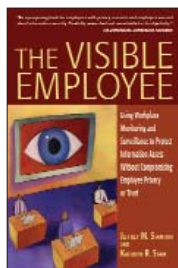
business, and to unleash the amazing power of viral marketing. The book features a diverse range of content-savvy organizations from the worlds of ecommerce, business-to-business, and government/non-profit, including the Wall Street Journal Online, CARE USA, Kenyon College, Alcoa, Tourism Toronto, Weyerhaeuser, Booz Allen Hamilton, and United Parcel Service.

2005/280 pp/softbound/ISBN 978-0-910965-71-2 \$24.95

The Visible Employee

Using Workplace Monitoring and Surveillance to Protect Information Assets—Without Compromising Employee Privacy or Trust

By Jeffrey M. Stanton and Kathryn R. Stam



Despite the staggering sums organizations spend on information security technologies, one huge risk factor is frequently overlooked or ignored: employee behavior. The misuse of information systems by your wired workers—whether through error or by intent—can result in leaked or corrupted data, crippled networks, lost productivity, legal problems, public embarrassment, and more.

Today, companies are increasingly monitoring and controlling employee usage of network resources including the Web—but how well are they doing? In *The Visible Employee*, the authors report the results of an extensive 4-year research project, covering not only a range of security solutions for at-risk organizations but the perceptions and attitudes of employees toward workplace surveillance. The result is a wake-up call for business owners, managers, and IT staff, as well as an eye-opening dose of reality for employees.

2006/376 pp/softbound/ISBN 978-0-910965-74-3 \$24.95

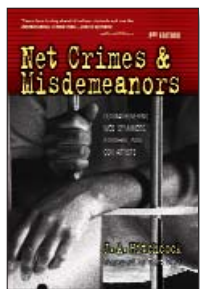


Net Crimes & Misdemeanors, 2nd Edition



Outmaneuvering Web Spammers,
Stalkers, and Con Artists

By J. A. Hitchcock; Foreword by Vint Cerf



“Learn how to stay ahead of online criminals and use the Internet safely. A must read ... pick it up today!”

—Montel Williams

In this revised and expanded second edition of her popular book, cybercrime expert J. A. Hitchcock offers practical and easy-to-follow methods for dealing with spam, viruses, hack attacks, identity theft, and other online dangers. A lifeline for both individuals and business Web users, the book covers a broad

range of abusive practices and features dozens of firsthand anecdotes and success stories. A one-time victim of cyberstalking who fought back and won, Hitchcock went on to become a leading victim’s advocate. Her readable and reassuring book is loaded with tips, strategies, and techniques as well as pointers to the laws, organizations, and Web resources that can aid victims and help them fight back. Supported by a Web page.

2006/496 pp/softbound/ISBN 978-0-910965-72-9

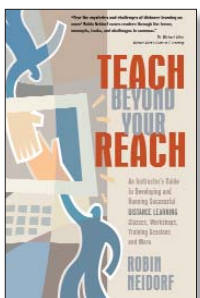
\$24.95

Teach Beyond Your Reach



An Instructor’s Guide to Developing
and Running Successful Distance Learning
Classes, Workshops, Training Sessions and More

By Robin Neidorf



Distance learning is enabling individuals to earn college and graduate degrees, professional certificates, and a wide range of skills and credentials. In addition to the rapidly expanding role of distance learning in higher education, all types of organizations now offer Web-based training courses to employees, clients, and other associates. In *Teach Beyond Your Reach*, teacher and author Robin Neidorf takes a practical, curriculum-focused approach designed to help new and experienced distance educators develop and deliver

quality courses and training sessions. She shares best practices and examples; surveys the tools of the trade; and covers key issues, including instructional design, course craft, adult learning styles, student-teacher interaction, strategies for building a community of learners, and much more. Read this informative and inspiring book to master the evolving art and science of distance education.

2006/248 pp/softbound/ISBN 978-0-910965-73-6

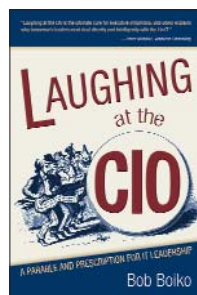
\$29.95

Laughing at the CIO



A Parable and Prescription for IT Leadership

Bob Boiko



Here is a prescription for IT executives and professionals who are sick of suffering through a never-ending stream of technology “solutions” that never really solve anything. Through his modern-day fable of information technology gone awry, Bob Boiko shows execs and tech staff alike how to harness the “I” in “IT” to become leaders by making measurable movement toward strategic goals. Boiko’s business parable leads to a set of concrete methods you can use to create

IT strategy and action in your organization. Whether or not you are a CIO, if you recognize the power of information and have the desire to be an information leader, this book and Web-based ebook will show you the way.

June 2007/296 pp/softbound & Web ebook/ISBN 978-0-910965-78-1 \$29.95
June 2007/Web-ebook only/ISBN 978-1-57387-946-0 \$29.95*

* No shipping charges apply to ebook-only purchase. For fastest credit-card ordering and Web access to the ebook, go to <http://books.infotoday.com/books/laughingcio.shtml>. Please specify “ebook only” or “book and ebook” when ordering.

Yahoo! to the Max

An Extreme Searcher Guide

By Randolph Hock; Foreword by Mary Ellen Bates



“A comprehensive and readable guide to Yahoo! by one of the world’s savviest online searchers.”

—Chris Sherman, Associate Editor, Search Engine Watch, and author, *Google Power*

With its many and diverse features, it’s not easy for any individual to keep up with all that Yahoo! has to offer. Fortunately, Randolph (Ran) Hock—“The Extreme Searcher”—has created a reader-friendly guide to his favorite Yahoo! tools for online research, communication, investment, ecommerce, and a range of other useful activities. In *Yahoo! to the Max*, Ran provides background, content knowledge, techniques, and tips designed to help Web users take advantage of many of Yahoo!’s most valuable offerings—from its portal features, to Yahoo! Groups, to unique tools some users have yet to discover. Of course, Yahoo! is not going to sit still, and neither is Ran Hock: As with all Extreme Searcher Guides, the author’s regularly updated Web page helps readers stay current on the new and improved Yahoo! features he recommends.

2005/256 pp/softbound/ISBN 978-0-910965-69-9

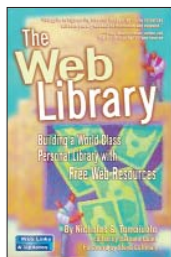
\$24.95

The Web Library

Building a World Class Personal Library
with Free Web Resources

By Nicholas G. Tomaiuolo

Edited by Barbara Quint; Foreword by Steve Coffman



"This guide to high-quality, free, and inexpensive online resources will save you a great deal of frustration and expense."

—Péter Jacsó, professor, author, and
Internet Librarian Hall of Fame honoree

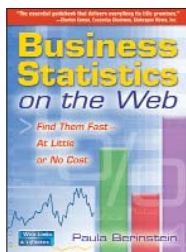
With this remarkable, eye-opening book and its companion Web site, Nicholas G. (Nick) Tomaiuolo shows how anyone can create a comprehensive personal library using no-cost Web resources. And when Nick says "library," he's not talking about a dictionary and thesaurus on your desktop: He means a vast, rich collection of data, documents, and images that—if you follow his instructions to the letter—can rival the holdings of many traditional libraries. This is an easy-to-use guide, with chapters organized into sections corresponding to departments in a physical library. *The Web Library* provides a wealth of URLs and examples of free material you can start using right away, but, best of all, it offers techniques for collecting new content as the Web evolves. Start building your personal Web library today!

2004/440 pp/softbound/ISBN 978-0-910965-67-5 \$29.95

Business Statistics on the Web

Find Them Fast—At Little or No Cost

By Paula Berinstein



"... excellent ... a valuable addition to the bookshelves of business or information students, teachers and lecturers, businessmen and business researchers. ... a well-rounded and readable text supported by an equally useful Web site."

—*New Library World*

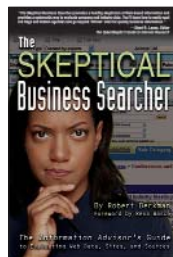
Statistics are a critical component of business and marketing plans, press releases, surveys, economic analyses, presentations, proposals, and more—yet good statistics are notoriously hard to find. In this practical guide, statistics guru Paula Berinstein (author of six previous books, including *Finding Statistics Online* and *The Statistical Handbook on Technology*) shows readers how to use the Web to find statistics about companies, markets, and industries; how to organize and present statistics; and how to evaluate them for reliability. Here are dozens of easy-to-use tips and techniques for maneuvering around obstacles to find the statistics you need.

2003/280 pp/softbound/ISBN 978-910965-65-1 \$29.95

The Skeptical Business Searcher

The Information Advisor's Guide to Evaluating Web Data, Sites, and Sources

By Robert Berkman; Foreword by Reva Basch



"Filled with interesting tips, techniques and taboos, the reader can consult this book over and over again. ... interesting and useful for anyone searching the Web and invaluable to those searching for business information. ... Be sure to get a copy of this book for you, your colleagues, and your users. No one will want to share."

—*The Electronic Library*

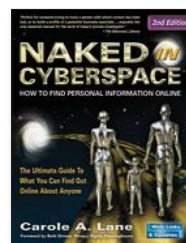
This is the experts' guide to finding dependable, high-quality company and industry data on the free Web. Information guru, author, and editor Robert Berkman offers business Internet users effective strategies for identifying and evaluating no-cost online information sources, emphasizing easy-to-use techniques for recognizing bias and misinformation. You'll learn where to go for company backgrounds, sales, and earnings data, SEC filings and stockholder reports, public records, market research, competitive intelligence, staff directories, executive biographies, survey/poll data, news stories, hard-to-find information about small businesses and niche markets, and more. The author's list of top starting points is a lifeline for business searchers under pressure, while his unique table of "Internet Information Credibility Indicators" allows readers to systematically evaluate Web site reliability. Supported by a Web page.

2004/312 pp/softbound/ISBN 978-0-910965-66-8 \$29.95

Naked in Cyberspace, 2nd Edition

How to Find Personal Information Online

By Carole A. Lane



"One of the most interesting aspects of reading this book is comprehending the wealth of information that is potentially available on individuals. ... The amount of information presented in each chapter is considerable ... an excellent starting point for researchers in many areas."

—Free Pint

In this award-winning book, Carole A. Lane surveys the types of personal records and online services that are available on the Internet. She explains how researchers find and use personal data, identifies the most useful sources of information about people, and offers advice for readers with privacy concerns. You'll learn how to use online tools to gain competitive intelligence, locate and investigate people, access public records, find new customers, search for assets, uncover criminal records, conduct genealogical research, and much more.

2002/586 pp/softbound/ISBN 978-0-910965-50-7 \$29.95

Electronic Democracy, 2nd Edition

Using the Internet to Transform American Politics

By Graeme Browning

Foreword by Adam Clayton Powell III



“A road map for Americans who want to participate electronically in local or national government. ... Expert and insightful analysis.”

—Midwest Book Review

In this second edition of *Electronic Democracy*, award-winning journalist and author Graeme Browning details the colorful history of politics and the Net, describes the key Web-based sources of political information, offers

practical techniques for influencing legislation online, and provides a fascinating, realistic vision of the future.

Coverage includes:

- How to organize local, state, and national campaigns without leaving your desk
- Tips for grass-roots activists, campaigners, and fundraisers
- Finding and communicating with policymakers, the media, and organizations online
- Political forums, information resources, and Web databases
- The future of voting technology and the Net

2002/208 pp/softbound/ISBN 978-0-910965-49-1

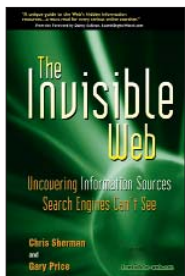
\$19.95

The Invisible Web

Uncovering Information Sources Search Engines Can't See

By Chris Sherman and Gary Price

Foreword by Danny Sullivan



“A fine analysis and explanation of this most mysterious part of the Internet ... includes illustrative case histories and instructs how to stay current with this dynamic universe of information. ... a must-have reference for all information professionals.”

—Business Information Alert

Most of the authoritative information accessible over the Internet is invisible to search engines. This invaluable material resides on the invisible

Web, which is largely comprised of content-rich databases from universities, libraries, associations, businesses, and government agencies around the world. Award-winning authors Sherman and Price reveal top sites and sources and offer tips and techniques that will let you pull needles out of haystacks every time.

2001/402 pp/softbound/ISBN 978-0-910965-51-4

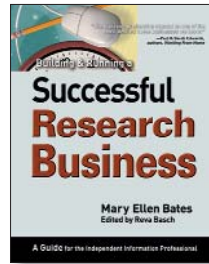
\$29.95

Building & Running a Successful Research Business

A Guide for the Independent Information Professional

By Mary Ellen Bates

Edited and with a foreword by Reva Basch



“Whether you’re already running an information business or just starting out, this book is an invaluable resource. Mary Ellen Bates has done it again!”

—Marydee Ojala
Editor, *ONLINE*

This is the handbook every aspiring independent information professional needs in order to launch, manage, and build a research business. Organized into four sections, “Getting Started,” “Running the Business,” “Marketing,” and “Researching,” the book walks you through every step of the process. Author Mary Ellen Bates covers everything from “Is this right for you?” to closing the sale, managing clients, promoting your business on the Web, and tapping into powerful information sources beyond the Web. Bates, a popular author and speaker and a long-time successful independent info pro, reveals all the tips, tricks, and techniques for setting up, running, and growing your own information business.

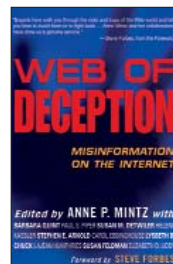
2003/488 pp/softbound/ISBN 978-0-910965-62-0

\$29.95

Web of Deception

Misinformation on the Internet

Edited by Anne P. Mintz; Foreword by Steve Forbes



“Experts here walk you through the risks and traps of the Web world and tell you how to avoid them—Anne Mintz and her collaborators have done us a genuine service.”

—Steve Forbes, from the foreword to
Web of Deception

Intentionally misleading or erroneous information on the Web can wreak havoc on your health, privacy, investments, business decisions, online purchases, legal affairs, and more. Until now, the breadth and significance of this growing problem for Internet users have yet to be fully explored. In *Web of Deception*, Anne P. Mintz (director of knowledge management at Forbes, Inc.) brings together 10 information gurus to illuminate the issues and to help you recognize and deal with the flood of deception and misinformation within a range of subject areas.

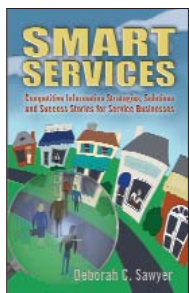
2002/304 pp/softbound/ISBN 978-0-910965-60-6

\$24.95

Smart Services

Competitive Information Strategies, Solutions, and Success Stories for Service Businesses

By Deborah C. Sawyer



“Deborah Sawyer provides a thorough explanation of the components of a successful competitive analysis in the services sector ... provides good definitions of what a service business is, identifies models and methods applicable to all types of service providers, and offers ideas and sources for locating industry intelligence. ... *Smart Services* is a vital addition to the collection of any library that wants to improve its information product and stay ahead of its competition.”

—*The Shy Librarian*

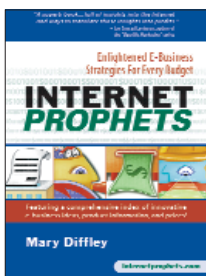
This is the first book to focus specifically on the competitive information needs of service-oriented firms. Author, entrepreneur, and business consultant Deborah C. Sawyer illuminates the many forms of competition in service businesses, identifies the most effective information resources for competitive intelligence (CI), and provides a practical framework for identifying and studying competitors in order to gain a competitive advantage. *Smart Services* is a road map for every service company owner, manager, or executive who expects to compete effectively in the Information Age.

2002/256 pp/softbound/ISBN 978-0-910965-56-9 \$29.95

Internet Prophets

Enlightened E-Business Strategies for Every Budget

By Mary Diffley; Foreword by Ivan R. Misner



“A book for any small business that’s thinking about how to use the Net to build their business. Thank goodness the book is past the Internet hype and on to what really works in the real world. Chapters cover such topics as online shopping, digital delivery, ‘think globally, click locally,’ and (hello!) customer service ... most appropriate to smaller businesses who need a practical guide to moving their business on the Net.”

—Mary Ellen Bates

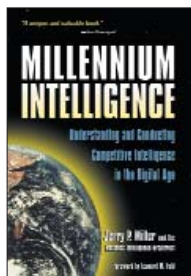
This readable, easy-to-use handbook is the first to provide the costs of proven ecommerce strategies, matching successful techniques with the budgetary needs of companies of all types and sizes. At the heart of the book are the Internet Prophets themselves—four helpful guides created by author Diffley. Each prophet speaks to a specific budget, showcasing strategies that really work while getting down to the nitty-gritty that every businessperson wants to know: “What’s it going to cost?”

2002/342 pp/softbound/ISBN 978-0-910965-55-2 \$29.95

Millennium Intelligence

Understanding and Conducting Competitive Intelligence in the Digital Age

By Jerry P. Miller and the Business Intelligence Braintrust



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According to author David Vine, business success in the competitive, global marketplace of the 21st century will depend on a firm’s ability to use information effectively—and the most successful firms will be those which harness the Internet to create and maintain a powerful information edge. In *Internet Business Intelligence*, Vine explains how any company—large or small—can build a complete, low-cost, Internet-based business intelligence system that really works.

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International Business Information on the Web

Searcher Magazine’s Guide to Sites and Strategies for Global Business Research

By Sheri R. Lanza; Edited by Barbara Quint

Here is the first ready reference for effective worldwide business research, written by experienced international business researcher Sheri R. Lanza. The book helps readers identify overseas buyers, find foreign suppliers, investigate potential partners and competitors, uncover international market research, and much more. A companion Web directory features links to more than 1,000 top sites for global business research.

2001/380 pp/softbound/ISBN 978-0-910965-46-0 \$29.95

Super Searchers Series

Super Searchers on Competitive Intelligence

The Online and Offline Secrets of Top CI Researchers

By Margaret Metcalf Carr; Edited by Reva Basch

Foreword by Jan Herring

This book presents leading CI researchers in their own words, revealing their secrets for monitoring competitive forces and keeping on top of the trends, opportunities, and threats within their industries. CI pro Margaret Metcalf Carr asked experts from 15 CI-savvy organizations—including Fortune 100 firms Compaq Computer, Dell, Lockheed Martin, Merck, and United Technologies—to share tips, techniques, and models that can be applied to any business intelligence project. Here are dozens of examples of CI research in action and a range of sources and strategies that can help any organization stay several steps ahead of the competition.

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Top Advertising and Marketing Professionals Share Their Online Research Strategies

By Grace Avellana Villamora; Edited by Reva Basch

Research professionals in the advertising and marketing game are a rare breed. Working in one of the business world's true pressure cookers, these super searchers find and analyze the information that fuels today's most successful product launches and advertising campaigns. Their market research expertise provides critical strategic support to new business teams, account managers and planners, copywriters, and sales promotion specialists at every major international ad agency. Here, Grace A. Villamora—director of knowledge management at Euro RSCG Tatham Partners—gets 13 research pros from such firms as TBWA\Chiat\Day, Leo Burnett, and Interpublic to share the tips, techniques, and resources that have made them the best in the business.

CyberAge Books • 2003/256 pp/softbound/ISBN 978-0-910965-63-7 \$24.95

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Sharing Online Strategies with K–12 Students, Teachers, and Librarians

By Joyce Kasman Valenza; Edited by Reva Basch

Twelve prominent K–12 educators and educator-librarians share their techniques and tips for helping students become effective, lifelong information users. Through a series of skillful interviews, Joyce Kasman Valenza—techlife@school columnist for the *Philadelphia Inquirer* and herself a tech-savvy high school librarian—gets the experts to reveal their field-tested strategies for working with student learners and educator peers. You'll discover techniques for teaching search tool selection, evaluating result lists and Web sites, deciding when to use a professional database or the invisible Web, and much more. This is a must-read for any teacher, librarian, or parent whose aim is to equip students with the skills and habits they will need to succeed in an information-driven society.

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Super Searchers Do Business: The Online Secrets of Top Business Researchers by Mary Ellen Bates

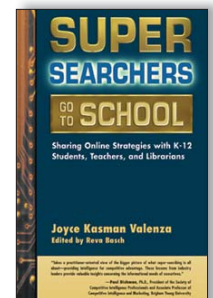
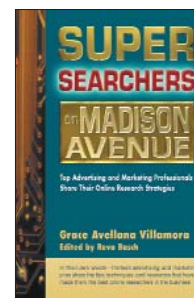
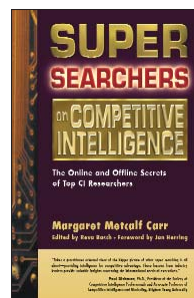
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Secrets of the Super Searchers by Reva Basch

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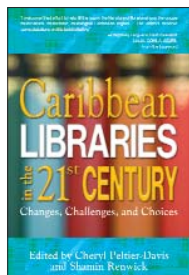


Library & Information Technology Books

Caribbean Libraries in the 21st Century

Changes, Challenges, and Choices

Edited by Cheryl Peltier-Davis and Shamin Renwick



“I welcome [this] effort to help fill the gap in the literature of librarianship in the unique multicultural, multiethnic, multilingual Caribbean region. ... The editors deserve congratulations on this bold initiative.”

—Stephney Ferguson
Past President: LIAJA, COMLA, ACURIL

Here is an in-depth and wide-ranging look at libraries and librarianship in the Caribbean region today. Editors Cheryl Peltier-Davis and Shamin Renwick set out “to document the state of Caribbean libraries in the 21st century by examining the responses of these institutions to the changes, challenges, and choices in an increasingly electronic and virtual information environment.” More than 40 practitioners joined in the effort, contributing 25 chapters that address the myriad obstacles and opportunities facing Caribbean libraries. The book begins by providing essential historical perspective followed by coverage of trends, projects, and issues in library management, innovative services, integration and impact of information technology, cooperation and resource sharing, training library users, distance education, and the role of the 21st-century librarian. This remarkable work is certain to inspire any information professional or LIS student seeking to understand how librarianship can and *is* flourishing in challenging environments.

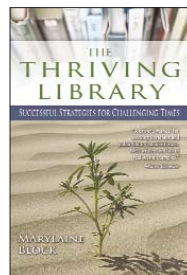
June 2007/408 pp/hardbound/ISBN 978-1-57387-301-7 \$49.50
ACURIL members \$39.60



The Thriving Library

Successful Strategies for Challenging Times

By Marylaine Block



“A solid, well-documented foundation—amazingly grounded in strategic plans—that provides both a path and an inspiration to public libraries that want to flourish as third places.”

—Kathleen de la Peña McCook
University of South Florida

Here is a highly readable guide to strategies and projects that have helped more than 100 public libraries gain community support and funding during challenging times. Marylaine Block integrates survey responses from innovative library directors with her research, analysis, and extended interviews to showcase hundreds of winning programs and services. The strategies explored include youth services, the library as place, partnerships, marketing, stressing the economic value, Library 2.0, outreach, and helping the community achieve its aspirations. Projects are described in practitioners' own words, with additional examples drawn from libraries' long-range plans, annual reports, programs, and Web sites, as well as from news stories and library literature. The result is a rich source of ideas and inspiration for those who want their libraries to thrive, not merely survive. Supported by the author's Web page.

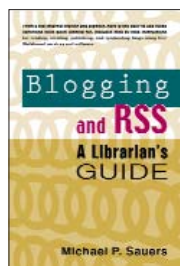
2007/352 pp/softbound/ISBN 978-1-57387-277-5 \$39.50



Blogging and RSS

A Librarian's Guide

By Michael P. Sauers



Libraries increasingly use blogs and RSS feeds to reach out to users, while librarians blog daily on a range of personal and professional topics. The way has been paved by the tech-savvy and resource-rich, but any library or librarian can successfully create and syndicate a blog today. In this readable book, author, Internet trainer, and blogger Michael P. Sauers, M.L.S., shows how blogging and RSS technology can be easily and effectively used in the context of a library community. Sauers showcases interesting and useful blogs, shares insights from librarian bloggers, and offers step-by-step instructions for creating, publishing, and syndicating a blog using free Web-based services, software, RSS feeds, and aggregators.

2006/288 pp/softbound/ISBN 978-1-57387-268-3 \$29.50



Government Documents Librarianship

A Guide for the Neo-Depository Era

By Lisa Ennis



This guide breaks down the components of government documents librarianship into manageable, easy-to-understand parts. Lisa Ennis, a “tried-by-fire” documents librarian, begins by looking at career opportunities in both Federal Depository Libraries (FDLs) and nondepository libraries with government document collections. She discusses skills and traits; networking and training options; managing and administering people, paperwork, and collections; and both public service and technical service issues. She provides essential background on the Government Printing Office (GPO) and the FDLP, covering the shift to a digital environment and publication of the new Electronic FDL Manual. Ennis's informative coverage is matched by an enthusiastic “can-do” approach that will appeal to any librarian considering or already engaged in government documents work.

July 2007/200 pp/hardbound/ISBN 978-1-57387-270-6 \$49.50



Library & Information Technology Books

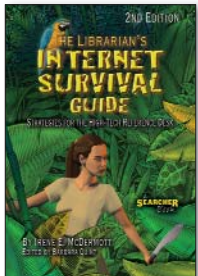
The Librarian's Internet Survival Guide, 2nd Edition

Strategies for the High-Tech Reference Desk



By Irene E. McDermott

Edited by Barbara Quint; Foreword by Joseph Janes



In this updated and expanded second edition of her popular guidebook, *Searcher* columnist Irene McDermott once again exhorts her fellow reference librarians to don their pith helmets and follow her fearlessly into the Web jungle. She presents new and improved troubleshooting tips and advice, Web resources for answering reference questions, and strategies for managing information and keeping current. In addition to helping librarians make the most of Web tools and resources,

the book offers practical advice on privacy, child safety, assisting patrons with special needs, Internet training, building library Web pages, and much more.

2006/328 pp/softbound/ISBN 978-1-57387-235-5

\$29.50

The Accidental Library Manager

By Rachel Singer Gordon



In *The Accidental Library Manager*, Rachel Singer Gordon provides support for new managers, aspiring managers, and those who find themselves in unexpected management roles. Gordon fills in the gaps left by brief and overly theoretical library school coursework, showing library managers how to be more effective in their positions and how to think about their work in terms of the goals of their larger institutions. Included are insights from working library managers at different levels and in various

types of libraries addressing a wide range of management issues and situations. This readable and reassuring guide is a must for any librarian who wishes to succeed in a management position.

2005/384 pp/softbound/ISBN 978-1-57387-210-2

\$29.50

The Accidental Systems Librarian

By Rachel Singer Gordon

Foreword by Kathy Dempsey

The Accidental Systems Librarian takes the approach that anyone with a solid foundation in the practices and principles of librarianship and a willingness to confront changing technology can serve effectively in a library technology position—with or without formal computer training. Rachel Singer Gordon's practical advice on using research, organizational, and bibliographic skills to solve various systems problems is geared to helping "accidental" systems librarians deal more effectively with technology in their institutions.

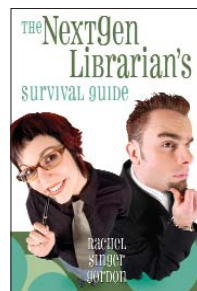
2003/288 pp/softbound/ISBN 978-1-57387-161-7

\$29.50

The NextGen Librarian's Survival Guide



By Rachel Singer Gordon



Here is a unique resource for next-generation librarians, addressing the specific needs of GenXers and Millennials as they work to define themselves as information professionals. The book focuses on how NextGens can move their careers forward and positively impact the profession. Library career guru Rachel Singer Gordon—herself a NextGen librarian—provides timely advice along with tips and insights from dozens of librarians on issues ranging from image and stereotypes, to

surviving library school and entry-level positions, and working with older colleagues. A special section for current library administrators and managers makes this a must-read not only for NextGen librarians, but for those who recruit, work with, and mentor them.

2006/224 pp/softbound/ISBN 978-1-57387-256-0

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The Accidental Fundraiser



By Julie M. Still

Many nonprofit, charitable, and other small organizations need funding yet cannot afford to employ a full-time fundraiser, relying instead on volunteers or staff members to raise the money. *The Accidental Fundraiser* is a practical guide covering all aspects of fundraising for the small organization, the volunteer, and the staff person in any setting who plans to take on a fundraising project for which s/he may not have been trained. Author, librarian, and accidental fundraiser Julie Still offers practical and reassuring advice that will help any individual become an effective fundraiser regardless of previous experience.

June 2007/160 pp/softbound/ISBN 978-1-57387-263-8

\$29.50

The Accidental Webmaster

By Julie M. Still

While most Webmastering books focus on programming and related technical issues, *The Accidental Webmaster* helps readers deal with the full range of challenges they face on the job. Librarian and accidental Webmaster Julie Still offers advice on getting started, setting policies, working with ISPs, designing home pages, selecting content, drawing traffic, gaining user feedback, avoiding copyright problems, and more. This is a must-read for all accidental Webmasters, as well as for directors and managers of businesses, libraries, community groups, and other organizations who want to build and maintain a successful Web site on a volunteer or part-time basis.

2003/208 pp/softbound/ISBN 978-1-57387-164-8

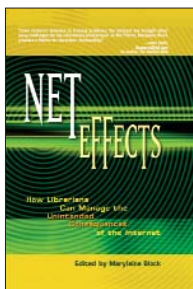
\$29.50

Library & Information Technology Books

Net Effects

How Librarians Can Manage the Unintended Consequences of the Internet

Edited by Marylaine Block



“A lifeline for librarians. Outstanding!”

—Gary Price

The Internet is a mixed blessing for libraries and librarians. On the one hand, it provides opportunities to add services and expand collections; on the other, it increases user expectations and contributes to techno-stress. In *Net Effects*, nearly 50 articles by dozens of librarians—expertly selected by the editor—suggest practical and creative ways to deal with the range of Internet “side effects,” regain control of the library, and avoid being blindsided by technology again.

2003/400 pp/hardbound/ISBN 978-1-57387-171-6

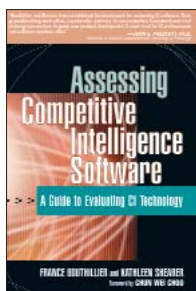
\$39.50

Assessing Competitive Intelligence Software

A Guide to Evaluating CI Technology

By France Bouthillier and Kathleen Shearer

Foreword by Chun Wei Choo



This award-winning book is the first to propose a systematic method firms can use to evaluate CI software independently, allowing them to compare features, identify strengths and weaknesses, and invest in products that meet their unique needs. The authors demonstrate their methodology through an evaluation of four popular CI software packages. In addition, they identify sources of information about CI software, map information needs to intelligence outcomes, and describe key analytical techniques.

2003/216 pp/hardbound/ISBN 978-1-57387-173-0

\$39.50

Electronic Styles

A Handbook for Citing Electronic Information

By Xia Li and Nancy Crane

The second edition of the best-selling guide to referencing electronic information and citing the complete range of electronic formats includes text-based information, electronic journals and discussion lists, Web sites, CD-ROM and multimedia products, and commercial online documents.

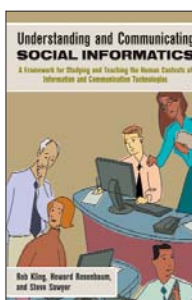
1996/214 pp/softbound/ISBN 978-1-57387-027-6

\$19.99

Understanding and Communicating Social Informatics

A Framework for Studying and Teaching the Human Contexts of Information and Communication Technologies

By Rob Kling, Howard Rosenbaum, and Steve Sawyer



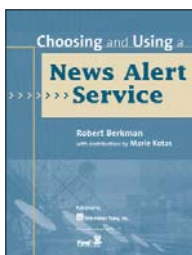
This book presents a sustained investigation into the human contexts of information and communication technologies (ICTs), covering both research and theory. The authors demonstrate that the design, adoption, and use of ICTs are deeply connected to people’s actions as well as to the contexts in which ICTs are used. A must-read for anyone whose work and research involve ICT design and use.

2005/240 pp/hardbound/ISBN 978-1-57387-228-7

\$39.50

Choosing and Using a News Alert Service

By Robert Berkman



This comprehensive guide explains how news alert services work and then identifies, compares, and evaluates more than two dozen of the best on the market. It helps you pick the right one for your needs and offers advice on using it to its full potential. A detailed appendix compares news source coverage for the major news alert vendors.

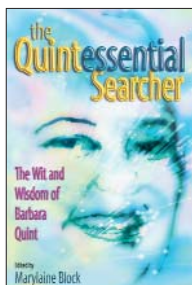
2004/127 pp/softbound/ISBN 978-1-57387-224-9

\$79.95

The Quintessential Searcher

The Wit & Wisdom of Barbara Quint

Edited by Marylaine Block



Searcher magazine editor Barbara Quint (bq) is not only one of the world’s most famous online searchers, but also the most creative and controversial writer, editor, and speaker to emerge from the information industry in the last two decades. Here, hundreds of bq’s most memorable, insightful, and politically incorrect quotations have been gathered for the enjoyment of her many fans.

2001/220 pp/softbound/ISBN 978-1-57387-114-3

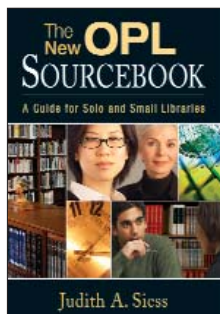
\$19.95

Library & Information Technology Books

The New OPL Sourcebook

A Guide for Solo and Small Libraries

By Judith A. Siess



“This sourcebook ... offers pearls of wisdom for all libraries, not just those that are small. Highly recommended for all librarians.”

—*Library Journal*

This updated and expanded edition of the essential guide for small and one-person libraries (OPLs) covers virtually every key management topic of interest to OPLs. In addition to offering a wealth of practical tips, strategies, and case studies, author Judith Siess takes an international perspective that reflects the growing number of OPLs worldwide. The book's in-depth directory section lists important organizations, publications, vendors and suppliers, discussion lists, and Web sites.

2006/456 pp/softbound/ISBN 978-1-57387-241-6

\$39.50

Library Relocations and Collection Shifts

By Dennis C. Tucker

In this helpful guide, librarian and move director Dennis C. Tucker explains how to develop an appropriate moving plan for a library of any type or size. The book provides coverage of the full range of issues libraries face when planning a move or collection shift. You'll find information on appointing a moving director and committee, communicating with staff and the public, using spreadsheets to shift periodical collections, a sample moving contract, and much more.

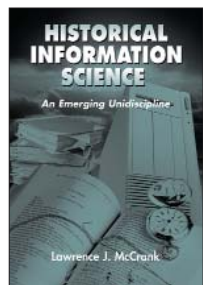
1999/212 pp/hardbound/ISBN 978-1-57387-069-6

\$35

Historical Information Science

An Emerging Unidiscipline

By Lawrence J. McCrank



Here is an extensive review and bibliographic essay, backed by almost 6,000 citations, detailing developments in information technology since the advent of personal computers and the convergence of several social science and humanities disciplines in historical computing. Its focus is on access, preservation, and analysis of historical information and the relationships between new methodology and instructional media, techniques, and research trends in library special collections, digital

libraries, data archives, and museums.

2002/1,500 pp/hardbound/ISBN 978-1-57387-071-9

\$149.95



The Successful Academic Librarian

Winning Strategies from Library Leaders

Edited by Gwen Meyer Gregory



The role of the academic librarian is far from cut and dried. For starters, there are the numerous job classifications: staff or professional employment, full faculty status, various forms of tenure, continuing contract, and/or promotion through academic ranks. While every academic librarian works to meet the research needs of faculty and students, many are expected to assume other obligations as part of a faculty or tenure system—including publication, research, service, and professional activities. If this were not enough to

test a librarian's mettle, the widely varying academic focuses and cultures of college and university libraries almost certainly will. This book, expertly edited by academic librarian, writer, and speaker Gwen Meyer Gregory, is an antidote to the stress and burnout that almost every academic librarian experiences at one time or another. Gregory and nearly 20 of her peers and mentors take a practical approach to a full range of critical topics facing the profession.

2005/256 pp/hardbound/ISBN 978-1-57387-232-4

\$39.50

The Information Professional's Guide to Career Development Online

By Sarah L. Nesbeitt and Rachel Singer Gordon

This is the first book designed to meet the needs of Internet-connected librarians interested in using online tools to advance their careers. Included is practical advice on topics ranging from current awareness services and personal Web pages to distance education, electronic resumes, and online job searches. Supported by a Web Page.

2002/424 pp/softbound/ISBN 978-1-57387-124-2

\$29.50

The Education of a CD-ROM Publisher

An Insider's History of Electronic Publishing

By Chris Andrews

“A rare peek behind the scenes of a truly creative business. Andrews worked for many of the pioneering companies in the field and in almost every genre, from library databases to business technical documentation to developing multimedia edutainment. This well-written book is filled with interesting personalities and important events in the history of a so-far poorly documented but very important era of technical and cultural development.”

—The editors at Amazon.com

1998/199 pp/softbound/ISBN 978-0-9664586-1-9

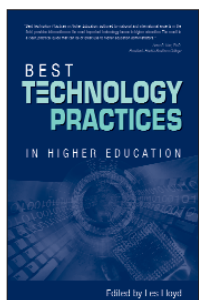
\$17.95

1998/199 pp/hardbound edition/ISBN 978-0-9664586-0-2

\$25

Best Technology Practices in Higher Education

Edited by Les Lloyd



A handful of progressive teachers and administrators are integrating technology in new and creative ways at their colleges and universities, raising the bar for all schools. In his latest book, editor Les Lloyd (*Teaching with Technology*) has sought out the most innovative and practical examples in a range of key application areas, bringing together more than 30 technology leaders to share their success stories. The book's 18 chapters include firsthand accounts of school technology projects that have transformed classrooms, services, and administrative operations. The book is divided into four major sections: "Best Practices in Teaching and Course Delivery," "Best Practices in Administrative Operations," "Technical or Integrative Best Practices," and "Future Best Practices."

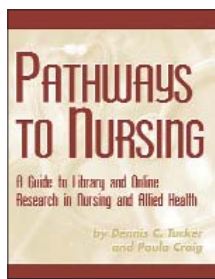
Best Technology Practices in Higher Education is an invaluable resource for technology and information staff and for provosts and presidents who need to gauge how their schools stack up and to challenge staff to embrace the best that new technology has to offer.

2005/264 pp/hardbound/ISBN 978-1-57387-208-9 \$39.50

Pathways to Nursing

A Guide to Library and Online Research in Nursing and Allied Health

By Dennis C. Tucker and Paula Craig



This timely book provides a foundation within library and electronic research in the fields of nursing and allied health. It explains essential sources and techniques that can be used by nursing students, healthcare researchers, and nurse practitioners who need to gather information independently. *Pathways to Nursing* covers both physical libraries and online resources, showing how each can be used to its best advantage, and describes the six major components necessary to the development of information retrieval and utilization skills in these critical fields.

Chapters and features include:

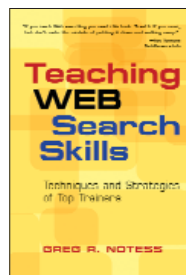
- The Library as a Physical Space
- The Reference Collection
- Electronic Resources and the Internet
- Further resources/bibliography/index
- The Library Catalog
- Periodicals and Indexes
- The Research Paper
- A Review of the Process

2004/128 pp/softbound/ISBN 978-1-57387-192-1 \$24.95

Teaching Web Search Skills

Techniques and Strategies of Top Trainers

By Greg R. Notess



Educators and information professionals who teach Web searching will welcome this instructor's guide from trainer and search guru Greg Notess. Notess shares his own training techniques along with tips and strategies from savvy search trainers Joe Barker, Paul Barron, Phil Bradley, John Ferguson, Alice Fulbright, Ran Hock, Jeff Humphrey, Diane Kovacs, Gary Price, Danny Sullivan, Rita Vine, and Sheila Webber.

In addition to presenting expert training strategies, *Teaching Web Search Skills* demonstrates a variety of approaches to instructional design and methodology; recommends a range of essential resources; and features dozens of helpful figures, search screens, worksheets, handouts, and sample training materials.

2006/368 pp/softbound/ISBN 978-1-57387-267-6 \$29.50

Research Techniques for Scholars and Students in Religion and Theology

By Dennis C. Tucker

A good foundation in research skills is an essential part of a good education and an important asset in continued lifetime learning. In this practical guide, researchers in the fields of religion and theology will find useful coverage of these key topics:

- Overall library layout
- Library catalogs
- Periodical literature
- Research documentation
- Library staff functions
- Reference collections
- Electronic resources
- Paper development

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Attention Teachers and Trainers! Don't Miss...



Super Searchers Go to School
Sharing Online Strategies with K-12 Students, Teachers and Librarians
By Joyce Kasman Valenza
Edited by Reva Basch
(Page 9)



Teach Beyond Your Reach
An Instructor's Guide to Developing and Running Successful Distance Learning Classes, Workshops, Training Sessions and More
By Robin Neidorf
(Page 5)

Index It Right! Advice from the Experts, Volume 1

Edited by Enid L. Zafran

Here is the premiere title in a new series presenting selected expert coverage in key indexing areas. Volume 1 includes top tips and advice on indexing philosophy (Carol Roberts), theology (Kate Mertes), biography (Martin L. White), horticulture (Thérèse Shere with Lina B. Burton), art (Susan DeRenne Coerr), encyclopedias (Marion Lerner-Levine), computer manuals (Beth Palmer), and Web sites (Fred Brown).

2005/168 pp/softbound/ISBN 978-1-57387-237-9 ASI Members \$28
 Nonmembers \$35

Indexing Specialties: Scholarly Books

Edited by Margie Towery and Enid L. Zafran

This skillfully edited book covers the indexing of scholarly books in a number of key fields, including economics, public policy, philosophy, law, and music. The topic of foreign languages in scholarly indexing is given close attention, and John Bealle's account of his experiences in indexing his own work will be welcomed by academic author-indexers. Tying the book together is Margie Towery's essay on what constitutes quality in scholarly indexing.

2005/112 pp/softbound/ISBN 978-1-57387-236-2 ASI Members \$28
 Nonmembers \$35

Indexing Specialties: Psychology

Edited by Becky Hornyak

Becky Hornyak has assembled a panel of experts that includes Sandy Topping, Carolyn Weaver, and Carol Schoun. The emphasis is on indexing textbooks and books aimed at clinical practitioners in the field of psychology. Included are extensive, annotated listings of print and online resources for psychology indexers.

2002/82 pp/softbound/ISBN 978-1-57387-149-5 ASI Members \$20
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Genealogy and Indexing

Edited by Kathleen Spaltro

This book takes an in-depth look at the relationship between indexing and genealogy and explains how genealogical indexes are constructed. It offers practical advice to indexers who work with genealogical documents as well as genealogists who want to create their own indexes. Noeline Bridge's chapter is perhaps the definitive reference for resolving questions on variants, surname changes, and foreign designations. Other chapters discuss software, form, and entry; the need for standards; and the development of after-market indexes.

2003/170 pp/softbound/ISBN 978-1-57387-163-1 ASI Members \$25
 Nonmembers \$31.25

Indexing Specialties: Web Sites



By Heather Hedden



Heather Hedden offers straightforward, get-it-done advice, bringing everything you need to know to create great Web site indexes together in one place. She covers cutting-edge tools and techniques and demonstrates how to create index pages, index entries, indentations, hyperlinks, and cross-reference links. If you have already begun to meet the growing demand for Web site indexes, here's a rich source of expert advice and support. If you've yet to create your first index on the Web, have

no fear: This reassuring guide makes it seem easy!

June 2007/200 pp/softbound/ISBN 978-1-57387-302-4 ASI Members \$32
 Nonmembers \$40

Indexing Specialties: Law

Edited by Peter Kendrick and Enid L. Zafran

This book features contributions from more than a dozen leading legal indexers. Sections include "Getting Started," "Indexing and Tabling Legal Cases," "The Unique Challenges of Indexing Statutory Materials," "New Technologies and Methodologies," and "Reflections on Legal Indexing."

2001/160 pp/softbound/ISBN 978-1-57387-113-6 ASI Members \$28
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Indexing Specialties: Medicine

Edited by L. Pilar Wyman

This in-depth look at medical indexing includes contributions from more than a dozen experts. The book features 13 chapters and four parts: "Medical Indexers," "Medical Indexes," "Medical Indexing," and "Resources." A directory of medical reference tools and Web sites is included.

1999/119 pp/softbound/ISBN 978-1-57387-082-5 ASI Members \$28
 Nonmembers \$35

Indexing Specialties: History

Edited by Margie Towery

This compilation focuses on the indexing of history textbooks, including art history, medieval and Renaissance history, Latin-American history, and gender and sexual orientation language issues. A must-read for both new and experienced indexers who work in the field of history and related disciplines.

1998/64 pp/softbound/ISBN 978-1-57387-055-9 ASI Members \$12
 Nonmembers \$18

Software for Indexing

Edited by Sandi Schroeder

In this thorough inventory of software products used in indexing, professional indexers share their favorite features, tips, and techniques. The result is an essential guide for indexers and technical writers desiring to maximize the efficiency of their day-to-day indexing and meet special project needs.

2003/296 pp/softbound/ISBN 978-1-57387-166-2 ASI Members \$28
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Starting an Indexing Business, 3rd Edition

Edited by Enid L. Zafra

This popular work offers advice to those entering the field of indexing. It covers indexing as a second job, as an "at-home" business for a parent with young children, and as a full-time career. Contributors explain what publishers expect, what you need to set up shop, and how to find clients. Also included are the results of an ASI fee survey and a sample agreement form for indexers to use when contracting for services.

1998/70 pp/softbound/ISBN 978-1-57387-074-0 ASI Members \$25
Nonmembers \$30

Marketing Your Indexing Services, 2nd Edition

Edited by Anne Leach

This is a collection of articles from ASI's newsletter, *Key Words*, with additional chapters by Anne Leach. It includes strategies for beginning indexers and new business owners, as well as established professionals. An excellent addition to any freelancer's library.

1998/62 pp/softbound/ISBN 978-1-57387-054-2 ASI Members \$15
Nonmembers \$20

Glossary of Terminology in Abstracting, Classification, Indexing, and Thesaurus Construction, 2nd Edition

By Hans H. Wellisch

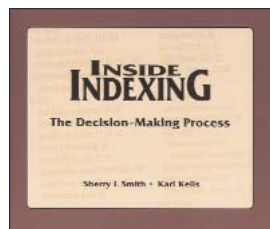
This updated version of the popular classic defines terms used in writings on abstracting, indexing, classification, and thesaurus construction, as well as terms for the most common types of documents and their parts.

2000/77 pp/softbound/ISBN 978-1-57387-094-8 ASI Members \$14
Nonmembers \$20

Inside Indexing

The Decision-Making Process

By Sherry L. Smith and Kari Kells



Here is a unique window into the decision-making process in indexing. *Inside Indexing* follows two talented indexers, Sherry Smith and Kari Kells, as they demonstrate, contrast, and analyze their independent approaches to the same text—Eben Fodor's *Better Not Bigger*. The reader is able to look over their shoulders, sharing the challenges they encounter and the solutions they develop.

An informative Introduction is followed by seven chapters that cover key considerations such as audience, metatopic, access routes, phrasing, and consistency. The closing chapter explains how the ideas presented in the book can be successfully applied to other indexes. This fascinating fly-on-the-wall view of the indexing process will be an important addition to the bookshelf of every library and indexer.

2005/198 pp/softbound/ISBN 978-0-9771035-0-8 \$34.95

Running an Indexing Business

Edited by Janet Perlman

Filled with the advice of expert indexers, this book will help novice and experienced indexers make sound business decisions. Topics include rate setting, proposal writing, project management, office space, ergonomics, and more. This is an essential companion volume to *Starting an Indexing Business*.

2001/88 pp/softbound/ISBN 978-1-57387-112-9 ASI Members \$25
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Beyond Book Indexing

How to Get Started in Web Indexing, Embedded Indexing, and Other Computer-Based Media

Edited by Marilyn Rowland and Diane Brenner

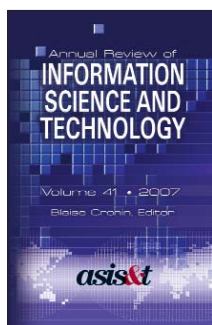
Are you curious about new indexing technologies? Would you like to develop and create innovative indexes that provide access to online resources, multimedia, or online help? In this book, 12 chapters from 10 noted indexers provide an in-depth look at current and emerging computer-based technologies and offer suggestions for obtaining work in these fields. Extensive references and a glossary round out this informative book.

2000/150 pp/softbound/ISBN 978-1-57387-081-8 ASI Members \$25
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ARIST 41
**Annual Review of Information
Science and Technology**



Edited by Blaise Cronin



ARIST, published annually since 1966, is a landmark publication within the information science community. It surveys the landscape of information science and technology, providing an analytical, authoritative, and accessible overview of recent trends and significant developments. The range of topics varies considerably, reflecting the dynamism of the discipline and the diversity of theoretical and applied perspectives. While *ARIST* continues to cover key topics associated with “classical” information science (e.g., bibliometrics, information

retrieval), editor Blaise Cronin is selectively expanding its footprint in an effort to connect information science more tightly with cognate academic and professional communities.

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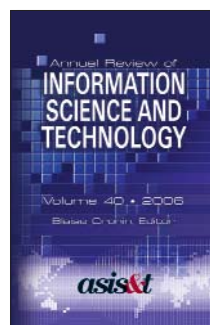
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ARIST 40
**Annual Review of Information
Science and Technology**

Edited by Blaise Cronin



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ARIST 39 Annual Review of Information Science and Technology

Edited by Blaise Cronin



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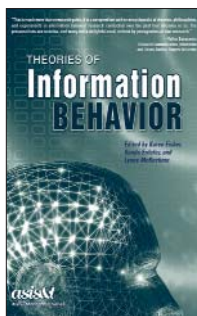
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Theories of Information Behavior

Edited by Karen E. Fisher, Sanda Erdelez,
and Lynne (E. F.) McKechnie



"*Theories of Information Behavior* is much more than a research guide. It is a compendium and an encyclopedia of theories, philosophies, and experiments in information behavior research conducted over the past four decades or so. The presentations are concise, and many are a delightful read, written by protagonists of that research."

—Tefko Saracevic
Rutgers University

This unique book presents authoritative overviews of more than 70 conceptual frameworks for understanding how people seek, manage, share, and use information in different contexts. A practical and readable reference to both well-established and newly proposed theories of information behavior, the book includes contributions from 85 scholars from 10 countries. Each theory description covers origins, propositions, methodological implications, usage, links to related conceptual frameworks, and listings of authoritative primary and secondary references. The introductory chapters explain key concepts, theory–method connections, and the process of theory development.

2005/456 pp/hardbound/ISBN 978-1-57387-230-0 ASIST Member \$39.60
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Covert and Overt

Recollecting and Connecting Intelligence
Service and Information Science

Edited by Robert V. Williams and Ben-Ami Lipetz



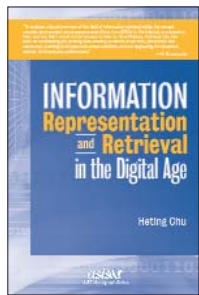
With contributions by intelligence professionals and technologists from a range of U.S. and British agencies and armed services, this book explores the historical relationships between covert intelligence work and information/computer science. The book begins by examining the pivotal strides to utilize technology in the gathering and dissemination of government/military intelligence during World War II. Next, it traces the evolution of the relationship between spymasters, computers, and systems developers through the years of the Cold War—a period notable for the parallel development of high-tech spyware and powerful new systems for encoding, decoding, storing, and manipulating intelligence data.

Covert and Overt is published in cooperation with Scarecrow Press, Inc. To order outside North America, please contact Scarecrow Press via phone: 44-1752-202-301 or fax: 44-1752-202-333. You can also e-mail orders@nbninternational.com.

2005/256 pp/hardbound/ISBN 978-1-57387-234-8 ASIST Members \$39.60
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Information Representation and Retrieval in the Digital Age

By Heting Chu



“Professor Chu has done an outstanding job. ... An impressive achievement.”

—F. W. Lancaster

This is the first book to offer a comprehensive view of information representation and retrieval (IRR). Author Heting Chu reviews key concepts and major developmental stages of the field and then systematically examines information representation methods, IRR languages, retrieval techniques and models, and Internet retrieval systems. Chu explains the retrieval of multilingual, multimedia, and hyperstructured information, explores user dimension and evaluation issues, and analyzes the role and potential of artificial intelligence (AI) in IRR.

2003/264 pp/hardbound/ISBN 978-1-57387-172-3 ASIST Members \$35.60
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Editorial Peer Review

Its Strengths and Weaknesses

By Ann C. Weller

Here is an in-depth analysis of the peer-review process in scholarly publishing. Ann C. Weller offers a systematic review of published studies of editorial peer review in the following categories: general studies of rejection rates, studies of editors, studies of authors, and studies of reviewers. She concludes by examining new models of editorial peer review intended to enhance the scientific communication process as it moves from a print to an electronic environment.

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Statistical Methods for the Information Professional

A Practical, Painless Approach to Understanding, Using, and Interpreting Statistics

By Liwen Vaughan

Author Liwen Vaughan explains the statistical methods used in information science research, focusing on basic logic rather than mathematical intricacies. Her emphasis is on the meaning of statistics, when and how to apply them, and how to interpret the results of statistical analysis. Through the use of real-world examples, she shows how statistics can be used to improve services, make better decisions, and conduct more effective research.

2001/240 pp/hardbound/ISBN 978-1-57387-110-5 ASIST Members \$31.60
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ASIST Thesaurus of Information Science, Technology, and Librarianship, 3rd Edition

Edited by Alice Redmond-Neal and Marjorie M. K. Hlava



Recognized as the authoritative reference to the terminology of information science, technology, and librarianship, the third edition of the *ASIST Thesaurus* is an essential resource for indexers, researchers, scholars, students, and practitioners in the field. An optional CD-ROM includes all terms referenced in the print thesaurus along with Data Harmony's Thesaurus Master software. In addition to powerful search and display features, the CD-ROM allows users

to add, change, and delete terms and to learn the fundamentals of thesaurus construction while exploring the professional vocabulary of library and information science and technology.

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Techniques, Policy, and Issues

By Charles R. McClure and John Carlo Bertot

As information services and resources are made available in the global networked environment, there is a critical need to evaluate their usefulness, impact, cost, and effectiveness. This monograph brings together an introduction and overview of evaluation techniques and methods, information policy issues and initiatives, and other critical issues related to the evaluation of networked information services.

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Introductory Concepts in Information Science

By Melanie J. Norton

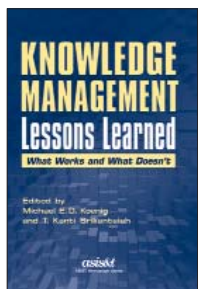
This monograph provides a brief history of information science and coverage of key topics, including communications and cognition, information retrieval, bibliometrics, modeling, economics, information policies, and the impact of information technology on modern management.

2000/127 pp/hardbound/ISBN 978-1-57387-087-0 ASIST Members \$31.60
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Knowledge Management Lessons Learned

What Works and What Doesn't

Edited by Michael E. D. Koenig and T. Kanti Srikantaiah



Srikantaiah and Koenig follow up their groundbreaking *Knowledge Management for the Information Professional* (2000) with this important book. While the earlier work offered an introduction to KM, *Knowledge Management Lessons Learned* surveys recent applications and innovations. Through the experiences and analyses of more than 30 experts, the book shows KM in practice, revealing what has been learned, what works, and what doesn't. Practitioners describe projects undertaken by organizations at the forefront of KM, and top researchers and analysts discuss KM strategy and implementation, cost analysis, education and training, content management, communities of practice, competitive intelligence, and more.

2004/624 pp/hardbound/ISBN 978-1-57387-181-5 ASIST Members \$35.60
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Knowledge Management for the Information Professional

Edited by T. Kanti Srikantaiah and Michael E. D. Koenig

"Timely and important ... illuminates the burgeoning, multi-faceted world of KM from an information practitioner's perspective."

—Larry Prusak

With contributions from 26 leading KM practitioners, academicians, and information professionals, this book bridges the gap between two distinct perspectives, equipping information professionals with the tools they need to make a broader and more effective contribution in developing KM systems and creating a knowledge management culture within their organizations.

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Knowledge Management: The Bibliography

Compiled by Paul Burden

Here is the first comprehensive reference to the literature available for the individual interested in KM, featuring citations to more than 1,500 published articles, 150-plus Web sites, and more than 400 books. Organized by topic area, this is an important tool for anyone charged with contributing to or managing an organization's intellectual assets.

2000/160 pp/softbound/ISBN 978-1-57387-101-3 ASIST Members \$18
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Information Management for the Intelligent Organization, 3rd Edition

By Chun Wei Choo

The intelligent organization is one that is skilled at marshaling its information resources and capabilities, transforming information into knowledge, and using this knowledge to sustain and enhance its performance in a restless environment. This book demonstrates how an organization may manage its information processes more effectively in order to achieve these goals. The third edition includes new sections on information culture, information overload, and organizational learning; a new chapter on knowledge management (KM) and the role of information professionals; and numerous extended case studies of environmental scanning.

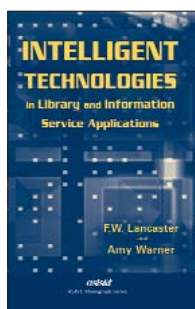
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Intelligent Technologies in Library and Information Service Applications

By F. W. Lancaster and Amy Warner

"Essential reading."

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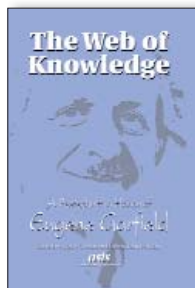
Authors Lancaster and Warner report on the applications of AI technologies in library and information services, assessing their effectiveness, reviewing the relevant literature, and offering a clear-eyed forecast of future use and impact.

2001/214 pp/hardbound/ISBN 978-1-57387-103-7
ASIST Members \$31.60
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The Web of Knowledge

A Festschrift in Honor of Eugene Garfield

Edited by Blaise Cronin and Helen Barsky Atkins



Editors Cronin and Atkins address the history, theory, and practical applications of the Science Citation Index and examine its impact on scholarly and scientific research 40 years after its inception. In bringing together the analysis, insights, and reflections of more than 35 leading lights, the editors have produced both a comprehensive survey of citation indexing and analysis and a beautifully realized tribute to Eugene Garfield and his vision.

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Advances in Classification Research, Volume 13

Proceedings of the 13th ASIS SIG/CR
Classification Workshop

Edited by J. Mai, C. Beghtol,
J. Furner, and B. Kwasnik

Beginning with the keynote presentation by Pauline Atherton Cochrane of the Graduate School of Library & Information Science, University of Illinois–Urbana-Champaign, *Advances in Classification Research, Volume 13*, includes all of the papers presented at the workshop, which was held in Philadelphia on November 17, 2002.

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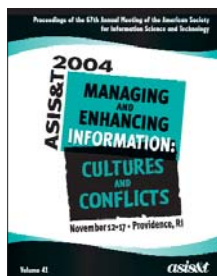
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Proceedings of the 67th Annual Meeting of the American Society for Information Science & Technology (ASIST)

November 12–17, 2004



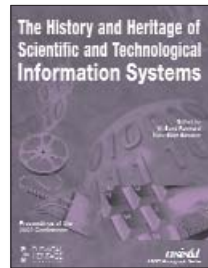
ASIST 2004—Managing and Enhancing Information: Cultures and Conflicts addresses the increasing tension between forces that encourage and discourage integration and cooperation within the global information society. A major focus of the conference is on conflicts involving diverse information cultures, with an emphasis on social, professional, educational, and technological issues. Particularly relevant to recent events are presentations on national security, privacy,

scientific collaboration, and developing countries. Experts from a range of professional and academic settings around the world share their ideas and successes in nearly 200 papers, panels, and posters.

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The History and Heritage of Scientific and Technological Information Systems

Edited by W. Boyd Rayward and Mary Ellen Bowden



Emphasis for the second conference on the history of information science systems (2002) was on scientific and technical information systems in the period from World War II up through the early 1990s. These proceedings present the papers of historians of science and technology, information scientists, and scientists in other fields on a wide range of topics: informatics in chemistry; biology and medicine; information developments in multinational, industrial, and military settings; biographical studies of pioneering individuals; and the transformation of information systems and formats in the 20th century.

2004/440 pp/softbound/ISBN 978-1-57387-229-4 ASIST Members \$36.40
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Historical Studies in Information Science

Edited by Trudi Bellardo Hahn and Michael Buckland

The field of information science has a broad history spanning nearly a century. *Historical Studies in Information Science* focuses on the progression of this dynamic and evolving industry by looking at some of its pioneers. This informative volume concentrates on the following areas: Historiography of Information Science; Paul Otlet and His Successors; Techniques, Tools, and Systems; People and Organizations; Theoretical Topics; and Literature.

1998/317 pp/softbound/ISBN 978-1-57387-062-7 ASIST Members \$31.60
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Electronic Publishing

Applications and Implications

Edited by Elisabeth Logan and Myke Gluck

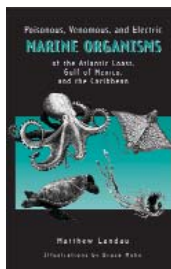
This book addresses some of the issues related to the widening use of electronic media as a supplement to, or substitute for, paper-based print. These issues include access rights, preservation, standards, and copyright, among others. The book also provides a look at some proposals, prototypes, and processes in electronic publishing. While many issues are addressed in *Electronic Publishing*, the book is not meant to resolve issues but rather to open discussions for further exploration.

1997/160 pp/hardbound/ISBN 978-1-57387-036-8 ASIST Members \$27.95
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Science & Nature Books

Poisonous, Venomous, and Electric Marine Organisms of the Atlantic Coast, Gulf of Mexico, and the Caribbean

By Matthew Landau



Millions of people spend time around the ocean. In doing so, most have come into contact with an animal that has a protective mechanism of some sort. Landau explains in detail, with the aid of illustrations, the types of marine animals that exist in the waters of the Atlantic Coast, the Gulf of Mexico, and the Caribbean and the particular type of toxin or dangers each poses.

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Plexus Publishing, Inc./1997/232 pp/softbound/ISBN 978-0-937548-33-2 \$19.95

Biology Digest

Edited by Sue Hogan and Judy Bouchard



Biology Digest is a comprehensive abstracts journal covering all the life sciences. Each monthly issue contains more than 300 abstracts that are, in essence, individual digests of articles and research reports gathered from worldwide sources. Important information is retained in the abstracts to give a precise, inclusive summary of the original material.

Biology Digest was specially created to meet the needs of high school and undergraduate college students and is now used in more than 3,000 schools worldwide. It provides easy access to new scientific developments at a comprehension level appropriate for students. However, *Biology Digest* has proved to be useful to biologists at all levels—professional and amateur alike.

New Section—Hot Science: Biology in the News—presents articles covering the latest life science developments “ripped from the headlines.”

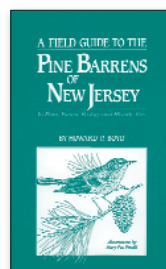
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A Field Guide to the Pine Barrens of New Jersey

By Howard P. Boyd



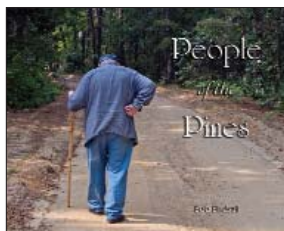
This is the ultimate handbook to the New Jersey Pine Barrens. More than 700 species of plants and animals found within this 2,200-square-mile tract are identified and illustrated. The book begins by explaining and defining the uniqueness and diversity of the Pine Barrens, from its history to its ecostructure and future outlook. The bulk of the text, however, is devoted to classifying and categorizing every plant and living creature that makes its home in the Pine Barrens.

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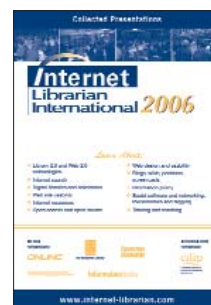
databases, supporting digital communities, and more.

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Internet Librarian International 2006

Conference Proceedings

October 16–17, 2006



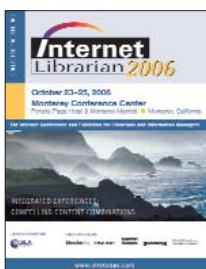
Internet Librarian International, now in its eighth year, is the only European conference for information professionals and librarians who are using, developing, and implementing Internet, intranet, and Web-based strategies in their daily work. The proceedings provides information from stimulating forums and the exciting range of issues and challenges discussed.

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Conference Proceedings

October 23–25, 2006



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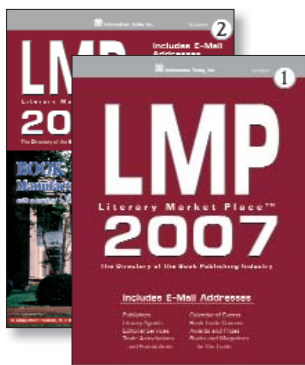
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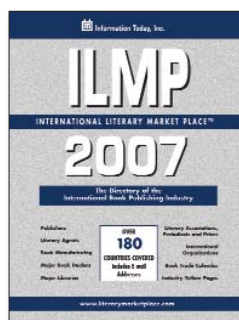
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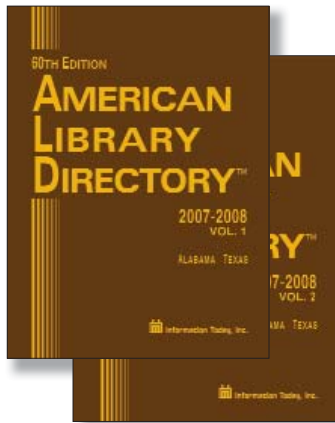
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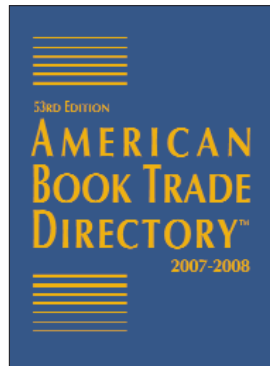
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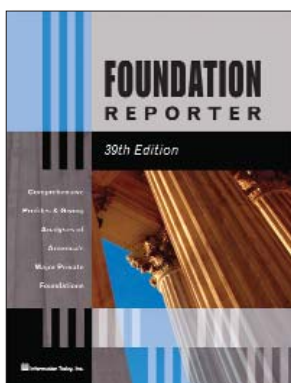
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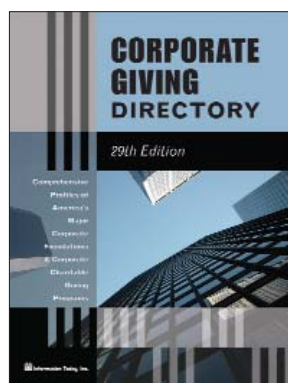
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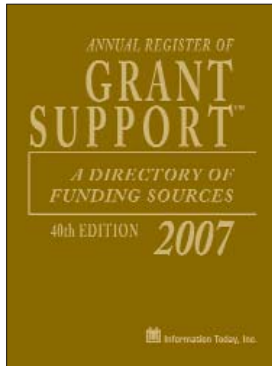
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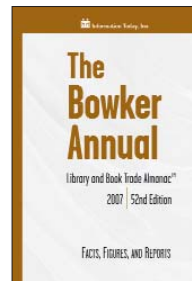
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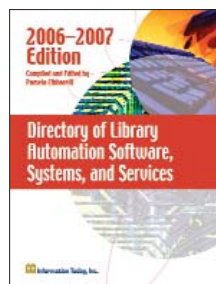
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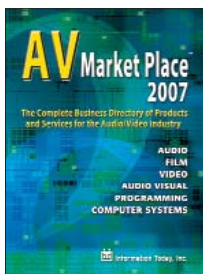
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Edited by Mary B. Glose, Tina D. Currado, & Christen Orbanus



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Information Today

The Newspaper for Users and Producers of Electronic Information Services

Barbara Brynko, Editor



Information Today (IT), a monthly news publication, keeps information professionals “in the know” about news and industry trends that shape our world. *IT* offers hard-hitting features that provide insight and analysis into the world of information technology, while delivering updates about the latest innovative services and products. *IT* tackles the news from all angles to keep our readers informed on all fronts.

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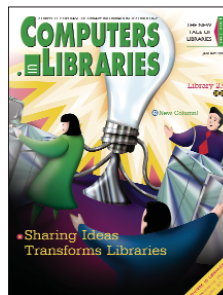
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Computers in Libraries

Complete Coverage of Library Information Technology

Kathy Dempsey, Editor



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Marydee Ojala, Editor



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Digital Content Strategies & Resources

Michelle Manafy, Editor



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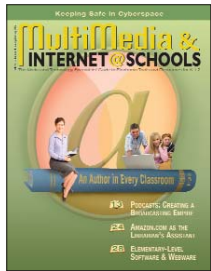
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MultiMedia & Internet@Schools

The Media and Technology Specialists' Guide to Electronic Tools and Resources

David Hoffman, Editor



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- CyberBee, which focuses on Web-based resources for educators to use with their students
- The Media Center, which explores and advances the roles of media and technology specialists in the school community
- BellTones, which sounds off on library, Internet, and educational technology subjects
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MMIS is written in plain talk for and by K-12 school professionals. It's for those of you on the firing line: librarians and media specialists, technology coordinators, and other educators.

(6 issues/year)/ISSN 1546-4636

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The Magazine for Database Professionals

Barbara Quint, Editor



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Analysis, Advice, and Strategy for Business Information Professionals

Robert Berkman, Editor



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Sheri R. Lanza, Editor



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Kathy Dempsey, Editor



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Customer Relationship Management

David Myron, Editorial Director



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Stephen F. Nathans, Editor



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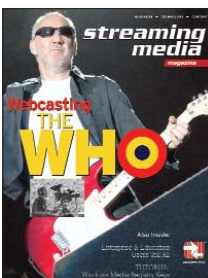
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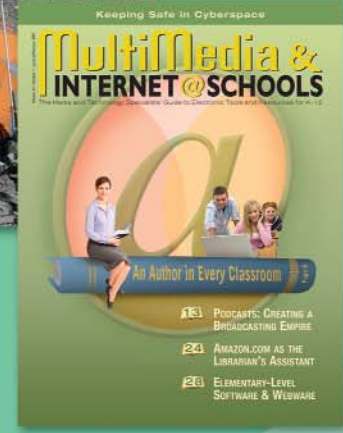
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