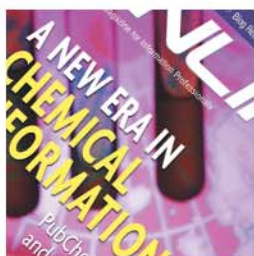
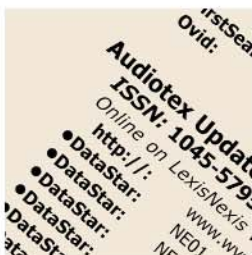
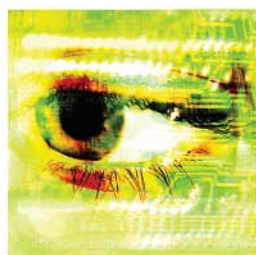


MAGAZINES | BOOKS | NEWSLETTERS | DIRECTORIES | JOURNALS | CONFERENCES

 **Information Today, Inc.**



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CONFERENCE Calendar

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

Information Today, Inc. continues to serve the needs of its customers with the following prestigious conferences:

Enterprise Search Summit

May 20-21, 2008

Hilton New York

New York, NY

www.enterprisearchsummit.com

Streaming Media East

May 20-21, 2008

Hilton New York

New York, NY

www.streamingmedia.com/east

SpeechTEK 2008

August 18-20, 2008

New York Marriott Marquis

New York, NY

www.speechtek.com

destinationCRM 2008

August 18-20, 2008

New York Marriott Marquis

New York, NY

www.destinationcrm.com/conference/2008

WebSearch University

September 22-23, 2008

Washington Marriott

Washington, DC

www.websearchu.com

Enterprise Search Summit West

September 23-24, 2008

San José McEnery Convention Center

San José, CA

www.enterprisearchsummit.com/west

KMWorld & Intranets

September 23-24, 2008

San José McEnery Convention Center

San José, CA

www.kmworld.com/kmw08

Streaming Media West

September 23-24, 2008

San José McEnery Convention Center

San José, CA

www.streamingmedia.com/west

Taxonomy Boot Camp

September 25-26, 2008

San José McEnery Convention Center

San José, CA

www.taxonomybootcamp.com

Streaming Media Europe

October 16-17, 2008

Novotel London West

London, England

www.streamingmedia.com/europe

Internet Librarian International

October 16-17, 2008

Novotel London West

London, England

www.internet-librarian.com/index.shtml

Internet Librarian

October 20-22, 2008

Monterey Conference Center

Monterey, CA

www.infotoday.com/il2008

CONFERENCES

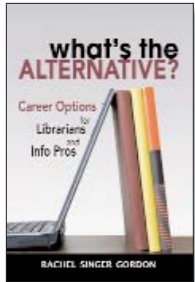
For more information on any of these conferences, including registration information, the latest updates, and access to online programs, visit the Information Today, Inc. Web site at www.infotoday.com.



What's the Alternative?

Career Options for Librarians and Info Pros

By Rachel Singer Gordon; Foreword by Kim Dority



"Gordon proves that the library profession is as broad and expansive as one's imagination and goals. A well written and timely book."

—Steven Cohen

As the global information economy grows, librarians who are able to retool and transfer their skills are finding themselves increasingly in demand. Here, Rachel Singer Gordon explains the dynamics of the shifting market for information-based work, reveals a range of nontraditional employment opportunities for librarians, and encourages info pros to utilize their skills in new and exciting ways. Mixing practical advice with real-life stories of librarians working in various fields, Gordon provides a wealth of useful ideas and resources for info pros rethinking their career paths. Whether you're a recent library school grad facing a tight job market, a working librarian seeking improved work/life balance, or an info pro with an entrepreneurial streak, *What's the Alternative?* will help you explore your options and maximize your career potential.

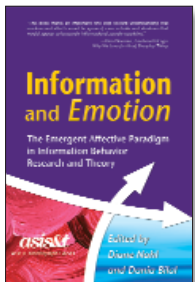
2008/288 pp/softbound/ISBN 978-1-57387-333-8

\$35

Information and Emotion

The Emergent Affective Paradigm in Information Behavior Research and Theory

Edited by Diane Nahl and Dania Bilal



"Demonstrates the important, critical role that emotion and other affective processes play even in such tasks as finding a library book or, more generally, searching for and finding information. ... an important book for everyone who develops, provides, uses, or studies information systems."

—Don Norman, *Emotional Design*

Information and Emotion introduces the new research areas of affective issues in information seeking and use and the affective paradigm applied to information behavior in a variety of populations, cultures, and contexts. The book's editors and authors are information behavior researchers at the forefront of charting the emotional quality of the information environment. Collectively, their contributions make *Information and Emotion* a unique source of research findings on the user perspective; the user experience; and how emotional aspects can be interpreted, mitigated, or enhanced through design that is informed by use, and by users who directly participate in information design.

2007/392 pp/hardbound/ISBN 978-1-57387-310-9

ASIST Members \$47.60

Nonmembers \$59.50

Excellence Every Day

Make the Daily Choice—

Inspire Your Employees and Amaze Your Customers

By Lior Arussy



"You can't force people to achieve excellence, you can only invite them. Arussy offers compelling insights into the art and science of how to make this happen in your workplace. ... An engaging, inviting, and refreshing read."

—Kenny Moore, *The CEO and the Monk: One Company's Journey to Profit and Purpose*

If mediocre performance or results are acceptable at any level within your organization, this may be the most important book you will read this year. Lior Arussy explores and offers a solution to the root problem that keeps firms from delighting customers and inspiring superior performance and job satisfaction among employees. The "Excellence Myth" is a subtle yet pervasive mind-set that undermines individual performance, erodes customer loyalty, and erases any competitive advantage a firm may enjoy or hope to gain. Arussy's inspired (and inspiring) remedy is the "Daily Choice," a strategy that empowers employees to reach new heights of excellence—creating delightful customer experiences and achieving superior results from the bottom up.

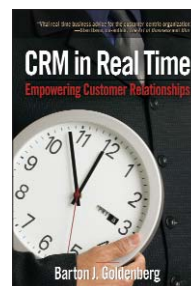
CyberAge Books • 2008/240 pp/hardbound/ISBN 978-0-910965-79-8

\$24.95

CRM in Real Time

Empowering Customer Relationships

By Barton J. Goldenberg



"The author's ability to tie together two decades of providing tried-and-true CRM guidance with his analysis of CRM in a future digital world makes this book an invaluable read."

—Dr. Richard Feinberg, Director, Center for Customer Driven Quality, Purdue University

This comprehensive guide to customer relationship management (CRM) draws on Barton Goldenberg's years of experience guiding firms to successful implementations of CRM solutions and techniques. Goldenberg demonstrates how the right mix of people, process, and technology can help firms achieve a superior level of customer satisfaction, loyalty, and new business. Beginning with a primer for executives who need to get quickly up-to-speed on CRM, the book covers a full range of critical issues, including integration challenges and security concerns, and illuminates CRM's key role in the 24/7/365 real-time business revolution. *CRM in Real Time* is an essential guide for any organization seeking to maximize customer relationships, coordinate customer-facing functions, and leverage the power of the Internet as business goes real time.

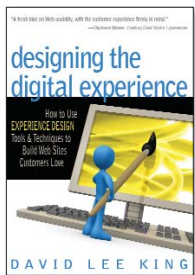
CyberAge Books • 2008/384 pp/softbound/ISBN 978-0-910965-80-4 \$39.95



Designing the Digital Experience **NEW!**

How to Use Experience Design Tools and Techniques to Build Web Sites Customers Love

By David Lee King



“A fresh take on Web usability, with the customer experience firmly in mind.”

—Stephanie Weaver,
Creating Great Visitor Experiences

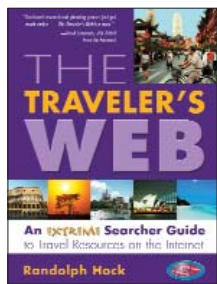
As Web site design and functionality take a mighty leap forward, today’s marketers and site designers can harness the power of “experience design” to help customers quickly find information, make purchases, or participate—creating positive digital experiences that visitors not only remember but want to share with others. Here, 2008 *Library Journal* “Mover & Shaker” David Lee King explains the concepts behind designing digital experiences, describes a range of new tools and techniques, and shares experience design best practices. King demonstrates that digital experience design is all about giving Web users what they want and shows how organizations can use it to distinguish themselves from the competition and uncork the viral marketing genie.

August 2008/224 pp/softbound/ISBN 978-0-910965-83-5 \$39.95

The Traveler’s Web **NEW!**

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 globe-trotting author might say he knows all too well. *The Traveler’s Web* presents an amazing range of travel resources, but this is no mere

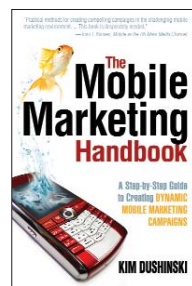
directory of great sites: Savvy search tips and techniques will help improve your planning process and the journeys to follow. You’ll learn to make the most of the Web for leisure and business travel, from planning and reservations to the countless ways the Internet can enhance your experience of destinations and cultures the world over. As with all Extreme Searcher books, *The Traveler’s Web* is supported by the author’s Web page.

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

The Mobile Marketing Handbook **NEW!**

A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns

By Kim Dushinski



“This book is desperately needed.”

—Tomi Ahonen

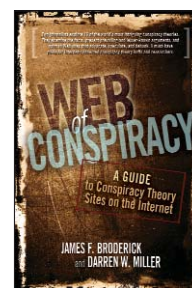
Mobile technology not only lets marketers reach customers where they are, it allows them to engage mobile users by targeting their immediate and specific needs. Giving users *what* they want *when* they want it is the unique value proposition of mobile marketing, and businesses, agencies, and nonprofits of all types and sizes can create successful campaigns without breaking the bank. In this practical handbook, mobile marketing consultant Kim Dushinski offers easy-to-follow advice for firms that want to interact with mobile users, build stronger customer relationships, reach a virtually unlimited number of prospects, and gain competitive advantage by making the move to mobile *now*. If your organization wants to reach mobile device users—locally, nationally, or within a specific demographic niche—*The Mobile Marketing Handbook* will help you put your message in the palms of their hands.

September 2008/256 pp/softbound/ISBN 978-0-910965-82-8 \$29.95

Web of Conspiracy **NEW!**

A Guide to Conspiracy Theory Sites on the Internet

By James F. Broderick and Darren W. Miller



While Googling a favorite conspiracy theory can produce thousands of results, until now Web searchers have been hard-pressed to separate useful sites from the just plain flaky. In this book, award-winning journalists Jim Broderick and Darren Miller (*Consider the Source*) offer an objective look at various conspiracy theories and guide readers to the best sites for digging deeper. From 9/11 to Roswell, from Princess Di to the Grassy Knoll and beyond, the authors explore more than 20 of

the world’s most intriguing conspiracy theories. They examine the facts surrounding each theory, present prevailing and lesser-known arguments, and point to must-see Web sites that advocate, speculate, and debunk. *Web of Conspiracy* is the ultimate guide for Internet-connected conspiracy theorists, buffs, and researchers and an eye-opening book for readers who think they’ve heard it all.

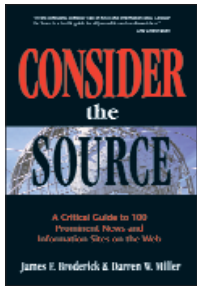
June 2008/272 pp/softbound/ISBN 978-0-910965-81-1 \$19.95

Consider the Source

NEW!

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–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 hard-nosed perspective on the motives and bias behind each resource. The supporting Web site is a virtual portal to the world of online news.

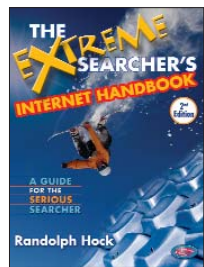
2007/472 pp/softbound/ISBN 978-0-910965-77-4 \$24.95

The Extreme Searcher’s Internet Handbook, 2nd Edition

NEW!

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. This book is supported by the author’s Web page.

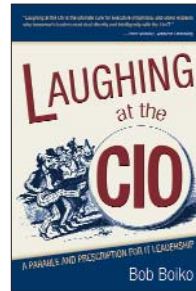
2007/360 pp/softbound/ISBN 978-0-910965-76-7 \$24.95

Laughing at the CIO

NEW!

A Parable and Prescription for IT Leadership

By 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.

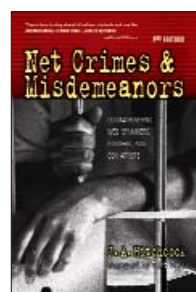
2007/224 pp/softbound & Web ebook/ISBN 978-0-910965-78-1 \$29.95
2007/Web ebook only/ISBN 978-1-57387-946-0 \$29.95

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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. The book is supported by the author’s Web page.

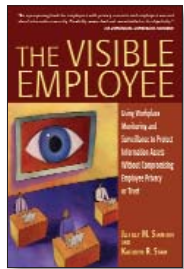
2006/496 pp/softbound/ISBN 978-0-910965-72-9 \$24.95



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.

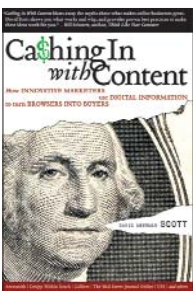
2006/376 pp/softbound/ISBN 978-0-910965-74-3

\$24.95

Cashing In with Content

How Innovative Marketers Use Digital Information to Turn Browsers into Buyers

By David Meerman Scott; Foreword by Michelle Manafy



“Every case study in this book is based on in-depth interviews with top executives at the Web sites profiled. This isn’t theory or opinion—these are real-life marketing lessons.”

—Anne Holland, *MarketingSherpa*

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.

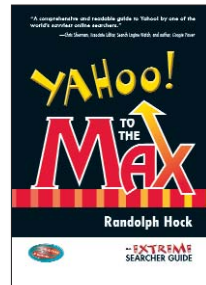
2005/280 pp/softbound/ISBN 978-0-910965-71-2

\$24.95

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

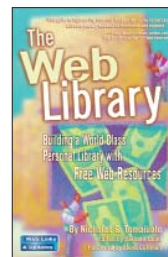
\$24.95

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 (Nick) G. Tomaiuolo shows how anyone can create a comprehensive personal library using no-cost Web resources. And when Tomaiuolo 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!

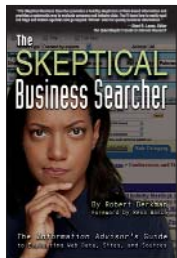
2004/440 pp/softbound/ISBN 978-0-910965-67-5

\$29.95

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.

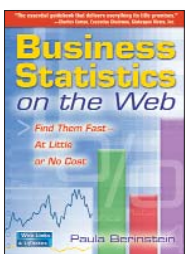
2004/312 pp/softbound/ISBN 978-0-910965-66-8

\$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 978-0-910965-65-1

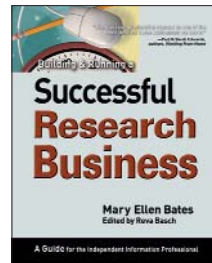
\$29.95

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



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

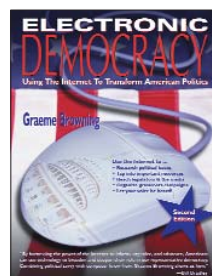
\$29.95

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

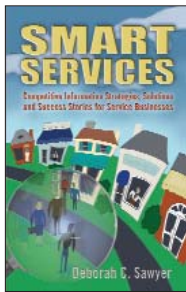
\$19.95



Smart Services

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

By Deborah C. Sawyer



“Interesting ... thought provoking. ... Although the focus is on the service industry, much of the content could be applied to any business. This is a practical text for the business sector.”

—*New Library World*

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

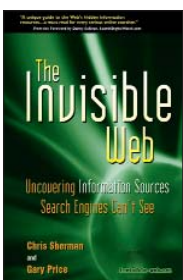
\$29.95

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. ... a must-have reference for all information professionals.”

—*Business Information Alert*

“An important reference for librarians, researchers, and other information professionals.”

—*The Serials Librarian*

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.

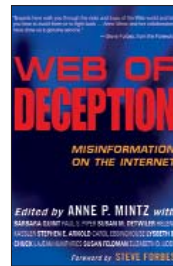
2001/402 pp/softbound/ISBN 978-0-910965-51-4

\$29.95

Web of Deception

Misinformation on the Internet

Edited by Anne P. Mintz; Foreword by Steve Forbes



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.

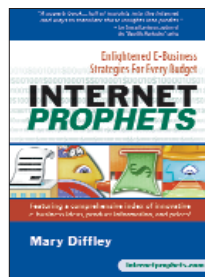
2002/304 pp/softbound/ISBN 978-0-910965-60-6

\$24.95

Internet Prophets

Enlightened E-Business Strategies for Every Budget

By Mary Diffley; Foreword by Ivan R. Misner



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?”

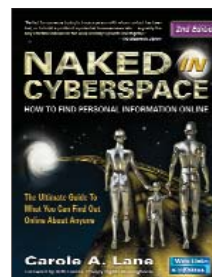
2002/342 pp/softbound/ISBN 978-0-910965-55-2

\$29.95

Naked in Cyberspace, 2nd Edition

How to Find Personal Information Online

By Carole A. Lane



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

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.

CyberAge Books • 2003/352 pp/softbound/ISBN 978-0-910965-64-4 \$24.95

Super Searchers on Madison Avenue

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

Super Searchers Go to School

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.

CyberAge Books • 2005/272 pp/softbound/ISBN 978-0-910965-70-5 \$24.95

Other series titles include:

Super Searcher, Author, Scribe: Successful Writers Share Their Internet Secrets by Loraine Page

2002/ISBN 978-0-910965-58-3/\$24.95

Super Searchers Make It on Their Own: Top Independent Information Professionals Share Their Secrets for Starting and Running a Research Business by Suzanne Sabroski

2002/ISBN 978-0-910965-59-0/\$24.95

Super Searchers Cover the World: The Online Secrets of International Business Researchers by Mary Ellen Bates

2001/ISBN 978-0-910965-54-5/\$24.95

Super Searchers Go to the Source: The Interviewing and Hands-On Information Strategies of Top Primary Researchers Online, on the Phone, and in Person by Risa Sacks

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Super Searchers on Mergers & Acquisitions: The Online Secrets of Top Corporate Researchers and M&A Pros by Jan Davis Tudor

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Super Searchers in the News: The Online Secrets of Journalists and News Researchers by Paula J. Hane

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Super Searchers on Health & Medicine: The Online Secrets of Top Health & Medical Researchers by Susan M. Detwiler

2000/ISBN 978-0-910965-44-6/\$24.95

Super Searchers on Wall Street: Top Investment Professionals Share Their Online Research Secrets by Amelia Kassel

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Law of the Super Searchers: The Online Secrets of Top Legal Researchers by T. R. Halvorson

1999/ISBN 978-0-910965-34-7/\$24.95

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

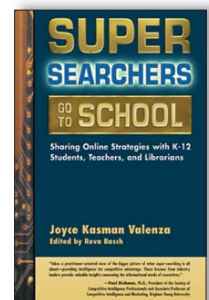
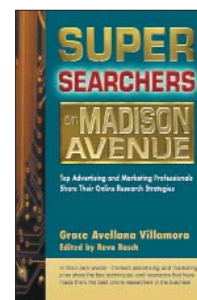
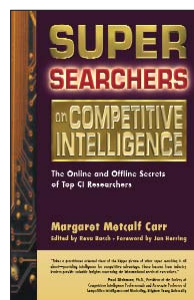
1999/ISBN 978-0-910965-33-0/\$24.95

Secrets of the Super Net Searchers by Reva Basch

1996/ISBN 978-0-910965-22-4/\$29.95

Secrets of the Super Searchers by Reva Basch

1993/ISBN 978-0-910965-12-5/\$39.95



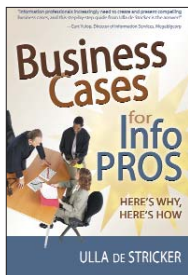


Business Cases for Info Pros

NEW!

Here's Why, Here's How

By Ulla de Stricker



“... a clear, concise, and straightforward approach and framework to building your compelling business case.”

—Dr. Ken Haycock,
San Jose School of Library
and Information Science

An inherent challenge for information professionals involves often difficult-to-quantify contributions of their initiatives to an organization's bottom line and the elusive ROI calculation. This practical guide explains why, when, and how a formal business case can be used as an effective tool for gaining support for information-based projects. Ulla de Stricker discusses the psychology of decision-making involving human and financial investments and demonstrates a logically sequenced progression for structuring a business case—from the identification of the “problem, need, or opportunity” to proposing viable solutions and ensuring the presentation is delivered with impact. She then provides and comments on three case studies illustrating different approaches to creating successful business case documents.

June 2008/120 pp/softbound/ISBN 978-1-57387-335-2 \$39.50

Intranets for Info Pros

NEW!

Edited by Mary Lee Kennedy and Jane Dysart

Foreword by Tom Davenport



“You'll discover where intranets are going from a technical and business function perspective, but you'll also learn about issues such as roles and governance, portals, collaboration, and so forth. ... Perhaps nowhere else will you find such useful content on how information and IT professionals should view and leverage intranets.”

—Tom Davenport

The intranet is among the primary landscapes in which information-based work occurs, yet many info pros continue to view it with equal parts skepticism and dread. In *Intranets for Info Pros*, editors Mary Lee Kennedy and Jane Dysart and 10 expert contributors provide support and encouragement to the information professional responsible for implementing or contributing to an intranet. Chapters demonstrate the intranet's strategic value, describe important trends and best practices, and equip info pros to make a key contribution to their organization's intranet success.

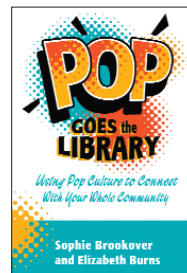
2007/304 pp/softbound/ISBN 978-1-57387-309-3 \$39.50

Pop Goes the Library

NEW!

Using Pop Culture to Connect
With Your Whole Community

By Sophie Brookover and Elizabeth Burns



You loved the blog—now read the book! Whether you regularly follow entertainment and gossip news, or wondered “Corbin Who?” when you saw the recent ALA READ poster, *Pop Goes the Library* will help you connect with your users and energize your staff. Pop culture blogger-librarians Sophie Brookover and Elizabeth Burns define what pop culture is (and isn't) and share insights, tips, techniques, and success stories from all types of libraries. You'll discover practical strategies and ideas for

incorporating the pop culture passions of your users into collections, programs, and services, plus a range of marketing and outreach ideas, technology tools, and ready-to-go programs you can start using today. Here is an eye-opening book that's as much fun to read as it is to apply!

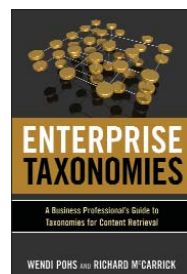
June 2008/320 pp/softbound/ISBN 978-1-57387-336-9 \$39.50

Enterprise Taxonomies

NEW!

A Business Professional's Guide to
Taxonomies for Content Retrieval

By Wendi Pohs and Richard McCarrick



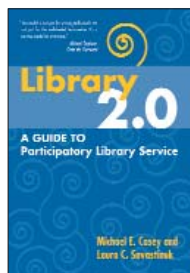
A taxonomy specialist and a content developer combine their expertise to help organizations use taxonomies to improve the effectiveness of their search, content management, and other information-based applications. Pohs and McCarrick begin with a thorough introduction to taxonomy principles, then discuss user needs, metadata standards, and governance models, showing readers how taxonomies can be used to classify a variety of information types and to fulfill a range of organizational

needs. They share techniques and tools for organizing online content and various data types including documents, HTML pages, databases, and Web sites. They offer real-world case studies of taxonomies in action, explore the notion of the “folksonomy” in organizations, and take a look at autocategorization technology and ontologies—two important concepts that will help shape the future of Web-related applications including search and navigation. *Enterprise Taxonomies* is a must-read for Web designers, applications developers, content managers, information professionals, and business professionals with an interest in content retrieval techniques and strategies.

Fall 2008/144 pp/softbound/ISBN 978-1-57387-337-6 \$39.50

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

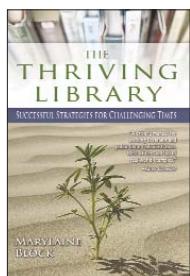
Two of the first and most original thinkers on Library 2.0 introduce the essential concepts and offer ways to improve service to better meet the changing needs of 21st-century library users. Describing a service model of constant and purposeful change, evaluation and updating of library services, and 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. This book is supported by the authors’ Web page.

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

\$29.50

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

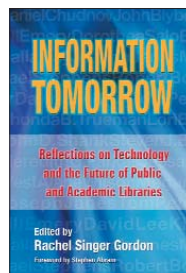
Here is a highly readable guide to strategies and projects that have helped more than 100 public libraries gain community support and funding during challenging times. Marylaine Block integrates survey responses from innovative library directors with her research, analysis, and extended interviews to 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

NEW!**Information Tomorrow****Reflections on Technology and the Future of Public and Academic Libraries**

Edited by Rachel Singer Gordon



In *Information Tomorrow*, Rachel Singer Gordon brings together 20 of today’s top thinkers on the intersections between libraries and technology. They address various ways in which new technologies are impacting library services and share their ideas for using technology to meet patrons where they are.

In addition to a preface by the editor, the book’s foreword by Stephen Abram and 16 chapters feature insights and opinions from these library leaders, bloggers, and futurists:

- Lori Bell
- Steven J. Bell
- John Blyberg
- Robert Bocher
- Daniel Chudnov
- Jill Emery
- Meredith G. Farkas
- Megan K. Fox
- Beth Gallaway
- Joseph Janes
- David Lee King
- Jenny Levine
- Tom Peters
- Dorothea Salo
- John D. Shank
- Michael Stephens
- Rhonda B. Trueman
- Jessamyn West
- Alane Wilson

Information Tomorrow offers an engaging, provocative, and wide-ranging discussion for systems librarians, library IT workers, library managers and administrators, and anyone working with or interested in technology in libraries.

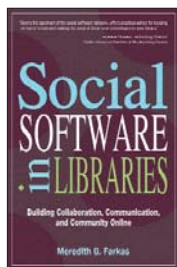
2007/280 pp/softbound/ISBN 978-1-57387-303-1

\$35

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. The book is supported by the author’s Web page.

2007/344 pp/softbound/ISBN 978-1-57387-275-1

\$39.50

NEW!

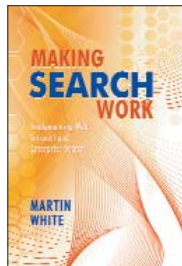


Making Search Work

NEW!

Implementing Web, Intranet and Enterprise Search

By Martin White



“Concise, expert analysis ... this book manages to convey the complexity of search, especially for managers responsible for planning or implementing search engines, without itself being too difficult or tiresome to read. ... Managers, students, and information professionals should seek it out.”

—Program: *Electronic Library and Information Systems*

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.

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

\$69.50

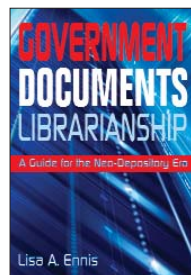
Government Documents Librarianship

NEW!

A Guide for the Neo-Depository Era

By Lisa A. Ennis

Foreword by Susan Copony Field



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,

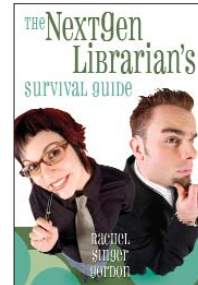
and collections; and both public services and technical services issues. She provides essential background on the Government Printing Office (GPO) and the FDLP, covering the shift to a digital environment and publication of the new Electronic FDL Manual. Ennis’s informative coverage is matched by an enthusiastic “can-do” approach that will appeal to any librarian considering or already engaged in government documents work.

2007/192 pp/hardbound/ISBN 978-1-57387-270-6

\$49.50

The NextGen Librarian’s Survival Guide

By Rachel Singer Gordon



“... a must-read for next-generation librarians, their colleagues and administrators.”

—*College and Research Libraries*

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

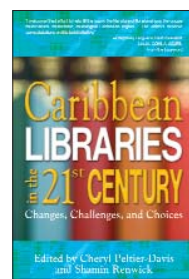
\$29.50

Caribbean Libraries in the 21st Century

NEW!

Changes, Challenges, and Choices

Edited by Cheryl Peltier-Davis and Shamin Renwick



“This impressively wide-ranging survey of the Caribbean library scene is a magnificent achievement.”

—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.

2007/416 pp/hardbound/ISBN 978-1-57387-301-7

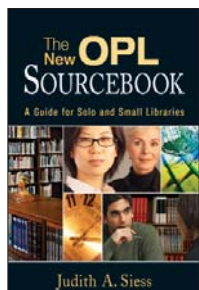
\$49.50

ACURIL members \$39.60

The New OPL Sourcebook

A Guide for Solo and Small Libraries

By Judith A. Siess



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.

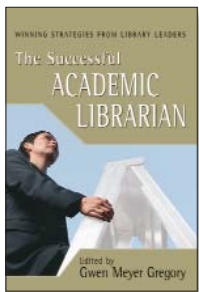
2006/456 pp/softbound/ISBN 978-1-57387-241-6

\$39.50

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

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

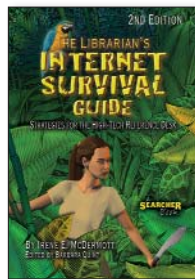
\$19.99

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 popular guidebook, *Searcher* columnist Irene McDermott exhorts her fellow reference librarians to don their pith helmets and follow her fearlessly into the Web jungle. She presents 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.

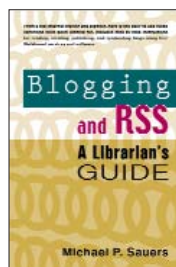
2006/328 pp/softbound/ISBN 978-1-57387-235-5

\$29.50

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, MLS, 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

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

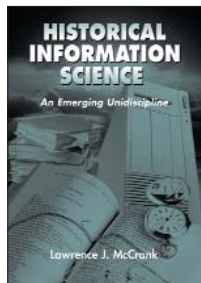
\$39.50



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.

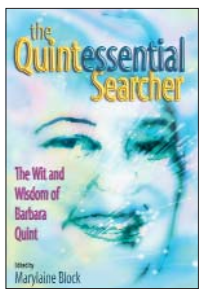
2002/1,500 pp/hardbound/ISBN 978-1-57387-071-9

\$149.95

The Quintessential Searcher

The Wit and 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

Pathways to Nursing

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

By Dennis C. Tucker and Paula Craig

Pathways to Nursing provides a foundation in 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, health-care researchers, and nurse practitioners who need to gather information independently. This book 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 fields.

Chapters and features include:

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

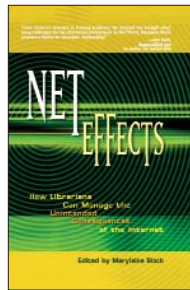
2004/128 pp/softbound/ISBN 978-1-57387-192-1

\$24.95

Net Effects

How Librarians Can Manage the Unintended Consequences of the Internet

Edited by Marylaine Block



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

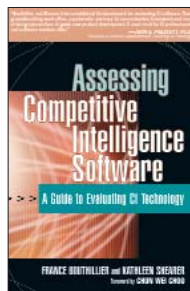
\$39.50

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

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.

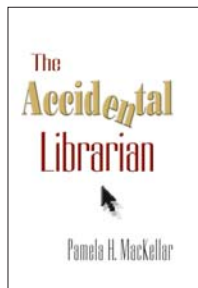
1999/212 pp/hardbound/ISBN 978-1-57387-069-8

\$35

The Accidental Librarian

NEW!

By Pamela H. MacKellar



Are you doing the job of a librarian without the advantage of a library degree or professional experience? Do you wonder what you might have missed in formal L.I.S. education, how highly trained librarians stay on top of their game, or what skills and qualities library directors look for? Have we got the book for you! Pamela H. MacKellar—a 25-year library veteran who has mentored “accidental” librarians in all types of settings—covers library principles, practices, and tools of the trade. She

offers tips, examples, and simple exercises to increase your understanding. Whether you are seeking a thorough grounding in library fundamentals or simply looking for ways to serve more effectively in your current role, *The Accidental Librarian* is a great place to start.

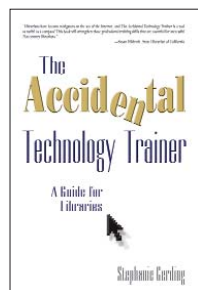
Fall 2008/256 pp/softbound/ISBN 978-1-57387-338-3 \$29.50

The Accidental Technology Trainer

NEW!

A Guide for Libraries

By Stephanie Gerding



Here is an extremely useful and reassuring guide for library staff who find themselves newly responsible for technology training—whether in computer labs, classrooms, or one-on-one with library users. Stephanie Gerding addresses the most common concerns of new trainers, recommends great tools and techniques, and shares helpful advice from many of her fellow tech trainers.

The Accidental Technology Trainer will help you get up-to-speed quickly and become a more

confident and successful trainer. You'll learn how to integrate expert tips and tricks and leverage your natural skills to ensure excellent results. If you are faced with technology training needs for which you do not feel fully prepared, *The Accidental Technology Trainer* is the book you've been waiting for!

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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.

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The Accidental Fundraiser

NEW!

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 he or she 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.

2007/176 pp/softbound/ISBN 978-1-57387-263-8 \$29.50

The Accidental Webmaster

By Julie M. Still

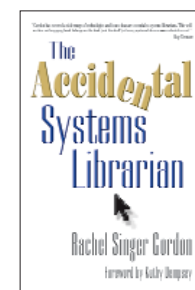
While most Webmastering books focus on programming and related technical issues, *The Accidental Webmaster* helps readers deal with the full range of challenges they face on the job. Librarian and accidental Webmaster Julie Still offers advice on getting started, setting policies, working with ISPs, 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

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.

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Listen Up!

Podcasting for Schools and Libraries

By Linda W. Braun



“I only wish I’d had this book when I was starting out.”

—Leo Laporte

Here is a timely—and time-saving—guide for teachers, librarians, and school media specialists who need to get quickly up-to-speed on podcasting. Educational technology specialist Linda Braun explains what podcasting is and why it is such a useful tool for schools and libraries. She covers both content and technical

issues, sharing tips for finding and using podcasts and vodcasts, examples of innovative school and library projects, how-to advice for creating great podcasts, and guidance on getting the word out to students, staff, patrons, and other users. As a reader bonus, the author’s Web page features links to her recommended resources for school and library podcasters.

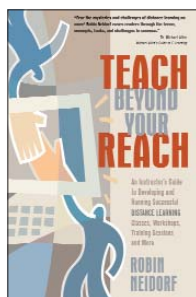
Whether you are new to the technology or an experienced podcaster in search of ideas and inspiration, you’ll find a unique source of support in *Listen Up! Podcasting for Schools and Libraries*.

2007/120 pp/softbound/ISBN 978-1-57387-304-8 \$29.50

Teach Beyond Your Reach

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

By Robin Neidorf



“Fear the mysteries and challenges of distance learning no more! Robin Neidorf eases readers through the terms, concepts, tasks, and challenges to success.”

—Dr. Michael Allen,
Michael Allen’s Guide to E-Learning

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.

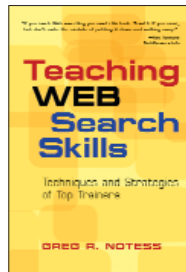
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NEW!

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, hand-outs, and sample training materials.

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

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 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.

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.

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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:

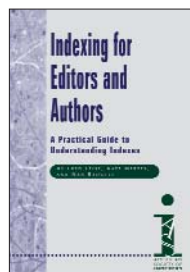
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- Research documentation
- Library staff functions
- Reference collections
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Indexing for Editors and Authors **NEW!**

A Practical Guide to Understanding Indexes

By Fred Leise, Kate Mertes, and Nan Badgett



At last—an indexing guide for editors, authors, and designers who need to create, edit, format, or evaluate indexes and work with professional indexers. Three experienced indexer-authors explain the various types of indexes, the characteristics of good indexes, and common formatting considerations. They share dozens of practical tips and more than 100 examples of good and bad indexing practices. Publishing professionals will not only learn how to edit an index, but how to hire

freelance indexers and maintain successful editor/author/indexer relationships. While geared to the needs of publishing professionals who are not indexers, the book will serve indexers as a guide to navigating the publishing process and explaining indexing processes to their clients.

2008/160 pp/softbound/ISBN 978-1-57387-334-5 ASI Members \$32
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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, theology, biographies, horticulture, art, encyclopedias, computer manuals, and Web sites.

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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.

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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.

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Indexing Specialties: Web Sites **NEW!**

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!

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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.

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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."

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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.

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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.

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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.

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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.

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Starting an Indexing Business, 3rd Edition

Edited by Enid L. Zafran

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

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.

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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.

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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*.

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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.

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ARIST 42 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.

Contents of Volume 42 (2008):

SECTION I Information Seeking and Retrieval

- Chapter 1: *Visual Image Retrieval*, Peter G. B. Enser
 Chapter 2: *Interactive Information Retrieval*, Ian Ruthven
 Chapter 3: *Multitasking Behavior*, Amanda Spink, Charles Cole, and Mary Waller
 Chapter 4: *Activity Theory and Information Seeking*, T. D. Wilson

SECTION II: The Nature of Academic Disciplines

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 Chapter 6: *Mapping Research Specialties*, Steven A. Morris and Betsy Van der Veer Martens
 Chapter 7: *Scientific Writing*, Ken Hyland and Françoise Salager-Meyer
 Chapter 8: *The Concept of Genre in Information Studies*, Jack Andersen

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- Chapter 9: *Knowledge Management*, Bill Martin
 Chapter 10: *Syndromic Surveillance Systems*, Ping Yan, Hsinchun Chen, and Daniel Zeng
 Chapter 11: *Educational Informatics*, Nigel Ford

SECTION IV: Issues in Information Science

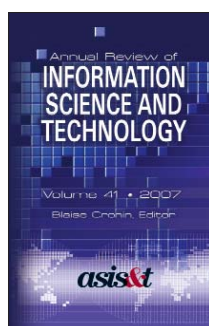
- Chapter 12: *Information Commons*, Nancy Kranich and Jorge Reina Schement
 Chapter 13: *Education for Information Science*, Elizabeth M. Mezick and Michael E. D. Koenig

2008/712 pp/hardbound/ISBN 978-1-57387-308-6 ASIST Members \$99.95
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NEW!

ARIST 41 Annual Review of Information Science and Technology

Edited by Blaise Cronin



Contents of Volume 41 (2007):

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 Chapter 3: *Garfield and the Impact Factor*, Stephen J. Bensman

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SECTION IV: Space and Place

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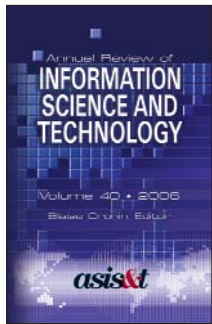
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ARIST 40 Annual Review of Information Science and Technology

Edited by Blaise Cronin



Contents of Volume 40 (2006):

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SECTION IV: Theoretical Perspectives

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- Chapter 12: *Social Epistemology and Information Science*, Don Fallis
- Chapter 13: *Formal Concept Analysis in Information Science*, Uta Priss

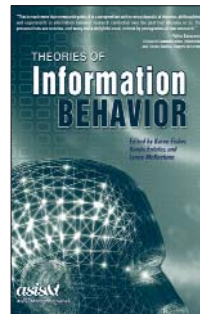
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Theories of Information Behavior

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.

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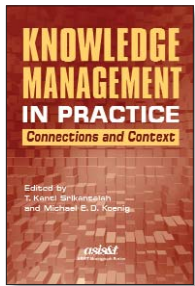
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Knowledge Management in Practice

Connections and Context

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



“Editors Koenig and Srikantaiah have assembled some of the very best, most level-headed thinking—some of it their own work—on KM ever published. KM does work, and this book shows you how.”

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This is the third entry in an ambitious, highly regarded KM book series edited by T. Kanti Srikantaiah and Michael E. D. Koenig. Where *Knowledge Management for the Information Professional* (2000) offered information professionals an introduction to KM and *Knowledge Management Lessons Learned* (2004) assessed KM applications and innovations, *Knowledge Management in Practice* looks at how KM can be and is being implemented in organizations today. Featuring the contributions of more than 20 experts in the field, the book is unique in surveying the efforts of KM specialists to extend knowledge beyond their organizations and in providing a framework for understanding user context. The result is a must-read for any professional seeking to connect organizational KM systems with increasingly diverse and geographically dispersed user communities.

2008/544 pp/hardbound/ISBN 978-1-57387-312-3

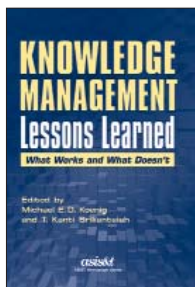
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Knowledge Management Lessons Learned

What Works and What Doesn't

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



Koenig and Srikantaiah 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.

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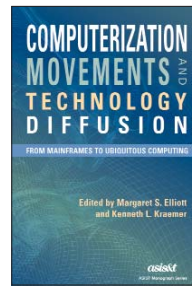
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Computerization Movements and Technology Diffusion

From Mainframes to Ubiquitous Computing

Edited by Margaret S. Elliott and Kenneth L. Kraemer

Foreword by Suzanne Iacono



“Computerization movement” (CM), as first articulated by Rob Kling, refers to a special kind of social and technological movement that promotes the adoption of computing within organizations and society. Here, editors Margaret S. Elliott and Kenneth L. Kraemer and more than two dozen noted scholars trace the successes and failures of CMs from the mainframe and PC eras to the current Internet era and the emerging era of ubiquitous computing. Through theoretical analyses, systematic empirical studies, field-based studies, and case studies of specific technologies, CMs are shown to be driven by Utopian visions of technology that become part of the “ether” within society, creating a general bias in favor of computing adoption. The empirical studies presented here show the need for designers, users, and the media to be aware that CM rhetoric can propose grand visions that never become part of a reality and reinforce the need for critical and scholarly review of promising new technologies.

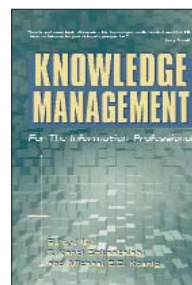
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Knowledge Management for the Information Professional

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.”

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

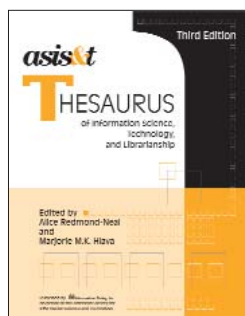
By Liwen Vaughan

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.

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ASIST Thesaurus of Information Science, Technology, and Librarianship, 3rd Edition

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



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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.

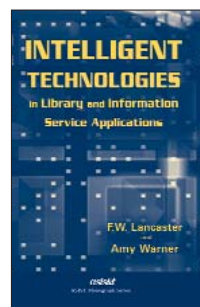
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Intelligent Technologies in Library and Information Service Applications

By F. W. Lancaster and Amy Warner

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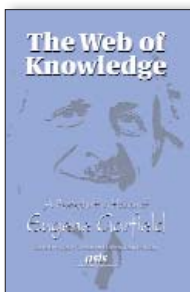
Authors Lancaster and Warner report on the applications of AI technologies in library and information services, assessing their effectiveness, reviewing the relevant literature, and offering a clear-eyed forecast of future use and impact.

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The Web of Knowledge

A Festschrift in Honor of Eugene Garfield

Edited by Blaise Cronin and Helen Barsky Atkins

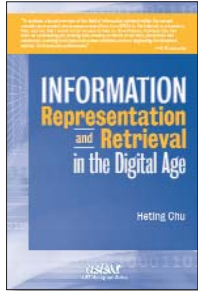


Editors Cronin and Atkins address the history, theory, and practical applications of the Science Citation Index and examine its impact on scholarly and scientific research 40 years after its inception. In bringing together the analysis, insights, and reflections of more than 35 leading lights, the editors 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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By Heting Chu



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Historical Studies in Information Science

Edited by Trudi Bellardo Hahn and Michael Buckland

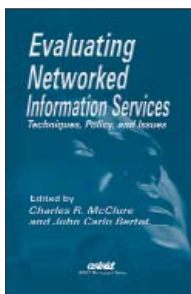
The field of information science has a broad history spanning nearly a century. *Historical Studies in Information Science* focuses on the progression of this dynamic and evolving industry by looking at some of its pioneers. This informative volume concentrates on the following areas: Historiography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

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Evaluating Networked Information Services

Techniques, Policy, and Issues

Edited by Charles R. McClure and John Carlo Bertot

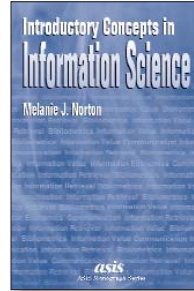


As information services and resources are made available in the global networked environment, there is a critical need to evaluate their usefulness, impact, cost, and effectiveness. This monograph brings together an introduction and overview of evaluation techniques and methods, information policy issues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

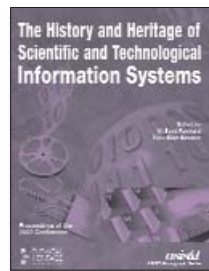


This monograph provides a brief history of information science and coverage of key topics, including communications and cognition, information retrieval, bibliometrics, modeling, economics, information policies, and the impact of information technology on modern management.

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The History and Heritage of Scientific and Technological Information Systems

Edited by W. Boyd Rayward and Mary Ellen Bowden



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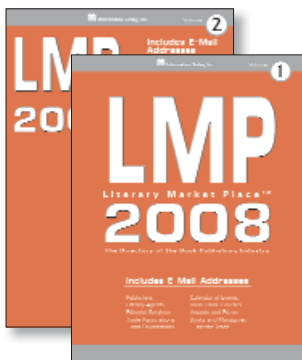
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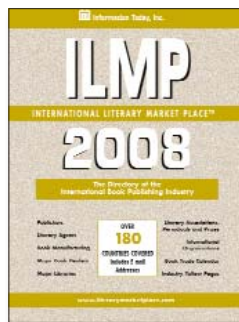
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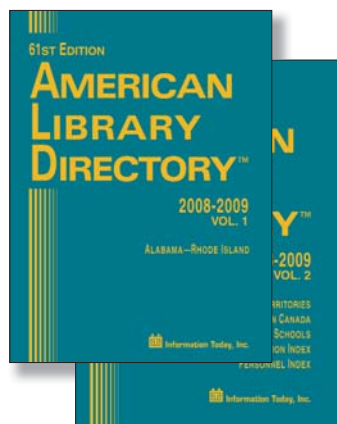
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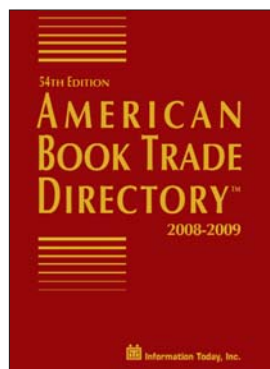
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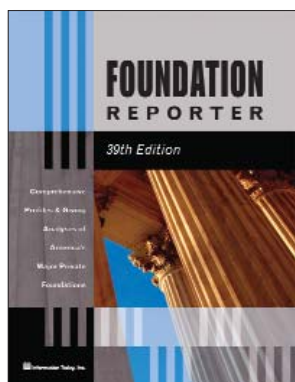
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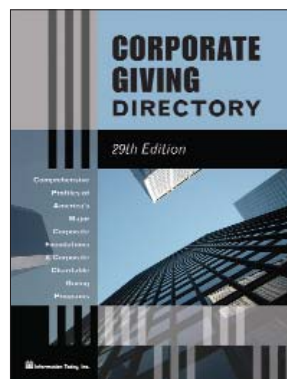
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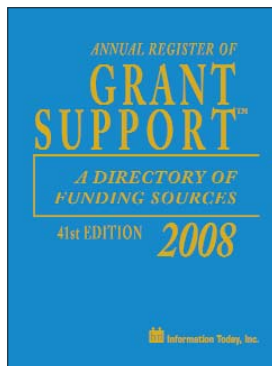
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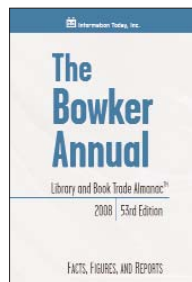
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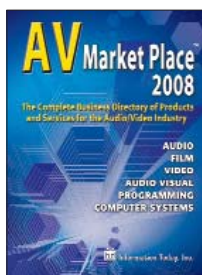
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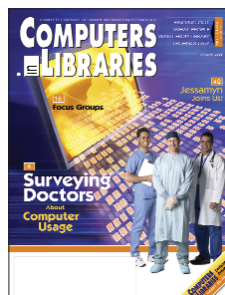
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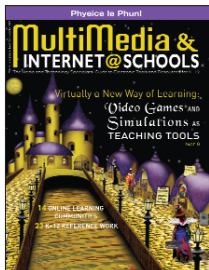
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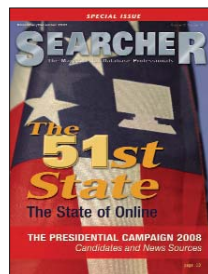
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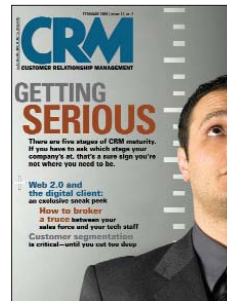
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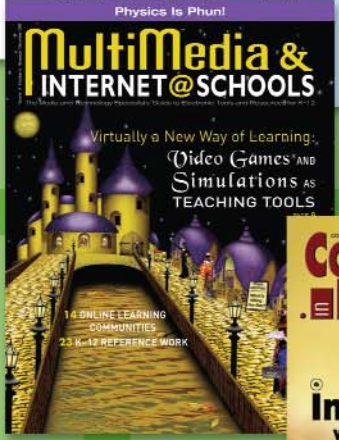
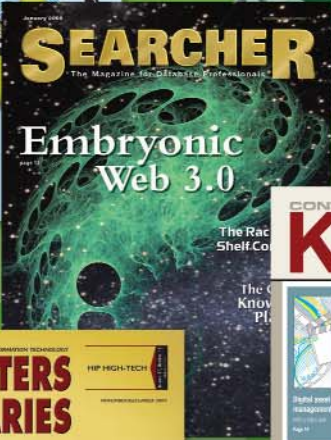
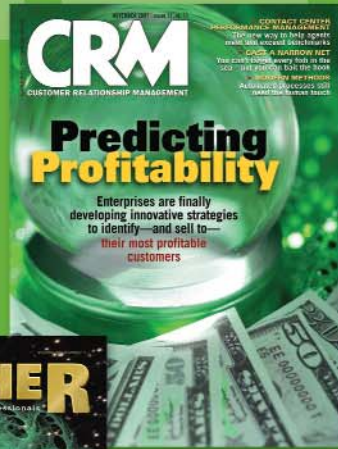
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