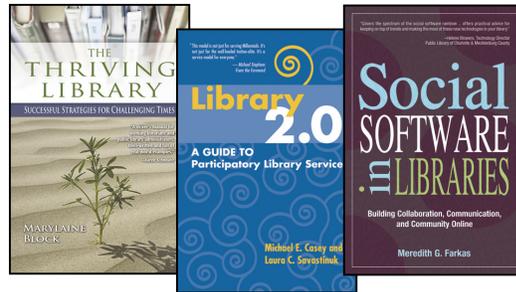


# NEWS RELEASE

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## **Three New Books Help Librarians Handle Modern-Day Challenges**

***The Thriving Library, Library 2.0, and Social Software in Libraries Debut  
at the 22nd Annual Computers in Libraries Conference***

*April 16, 2007, Alexandria, Virginia* — At the opening of the 22nd annual Computers in Libraries conference and exhibition, Information Today, Inc. (ITI) announced the publication of three new books: *The Thriving Library: Successful Strategies for Challenging Times*, *Library 2.0: A Guide to Participatory Library Service*, and *Social Software in Libraries: Building Collaboration, Communication, and Community Online*.

Librarians today face a myriad of challenges, some of which threaten the very survival of their libraries. In *The Thriving Library: Successful Strategies for Challenging Times*, author Marylaine Block chronicles the efforts of librarians who must contend with shrinking budgets, competition from the Internet and other businesses, library closings, and reductions in library staff and services. However, instead of focusing on the problems, Block focuses on how libraries are thriving in the face of adversity.

Block surveyed and interviewed a cross-section of public library directors who have created ways for their libraries to flourish in their communities. The sampling included small town libraries, county libraries, rural libraries, and big city libraries. Block discovered that many libraries contribute to their success by focusing on youth, by marketing the library as a public space, and by courting community leadership. Although these are among the key strategies employed by thriving libraries, Block stresses that long-range strategic planning is the single most important tool employed by successful library directors.

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In *Library 2.0: A Guide to Participatory Library Service*, two of the first and most original thinkers on Library 2.0—Michael E. Casey and Laura C. Savastinuk—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 authors outline the theoretical underpinnings of Library 2.0 and provide practical advice on how to get there.

The concept behind Library 2.0 encompasses more than keeping up with technology. In the book's Introduction, Casey and Savastinuk state, "Library 2.0 becomes less about what we can provide to our users and more about what we can let our users provide themselves. Participatory service and change are at the heart of Library 2.0, and technology is a tool that can help us get there." While the authors stress that there is no "one-size-fits-all" model, they demonstrate how the basic components of Library 2.0 can be applied to any library willing to make the necessary effort. With the details laid out in *Library 2.0*, Casey and Savastinuk hope librarians will be able to manage the constant changes they face and find new and creative ways to keep current customers and reach potential new users.

Although librarians have put a tremendous effort into making their libraries the physical hubs of their communities, many have not yet taken advantage of new social software tools for communicating with patrons. In *Social Software in Libraries: Building Collaboration, Communication, and Community Online*, Meredith G. Farkas explores the growing social software phenomenon and explains how technologies such as blogging, wikis, social networking, screencasting, and podcasting can be successfully implemented in any library.

### **Book Signing at Computers in Libraries**

To celebrate publication, Michael E. Casey, Laura C. Savastinuk, and Meredith G. Farkas will sign their books at the Information Today, Inc. booth at the Computers in Libraries conference on Tuesday, April 17 from 5:00–5:45 PM.

*The Thriving Library* (\$39.50/ISBN 978-1-57387-277-5), *Library 2.0* (\$29.50/ISBN 978-1-57387-297-3), and *Social Software in Libraries* (\$39.50/ISBN 978-1-57387-275-1) are published by Information Today, Inc. They are available directly from the publisher by calling (800) 300-9868 [outside the U.S., call (609) 654-6266]; faxing (609) 654-4309; e-mailing [custserv@infotoday.com](mailto:custserv@infotoday.com); or visiting the ITI Web site at [www.infotoday.com](http://www.infotoday.com).

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