

# NEWS RELEASE

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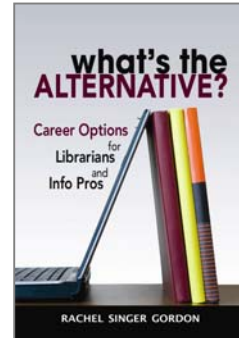
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## ***What's the Alternative?***

### **New Book Offers a Wealth of Advice on Career Options for Librarians and Information Professionals**

April 21, 2008, Medford, New Jersey—Information Today, Inc. (ITI) has announced the publication of *What's the Alternative? Career Options for Librarians and Info Pros*. In this new book, author, blogger, and library career expert 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 information professionals to utilize their skills in new and exciting ways.

Mixing practical advice with interviews, practitioner insights, and the real-life stories of librarians working in various nontraditional fields, Gordon provides a wealth of useful ideas and resources for information professionals who are planning or rethinking their career paths.

“For a host of reasons—often tied to budgets, technologies, and changing expectations—many traditional library jobs are going away or being de-professionalized,” according to G. Kim Dority, author of *Rethinking Information Work*, in the book’s Foreword. “*What’s the Alternative?* makes the point that alternative LIS career choices and potential career paths are now continually expanding to encompass new skills, new knowledge, new generational viewpoints, and myriad new opportunities. ... Chapter by chapter, the book walks you through types of potential careers, the pros and cons of those career choices, and the knowledge and experience you’ll need to succeed.”

Steven M. Cohen, Senior Librarian, Law Library Management Incorporated, calls *What’s the Alternative?* “A well written and timely book for the information professional at any level,” while librarian blogger Michelle Boule says, “If you are looking for alternate career paths to take with your MLS, Gordon not only discusses the destinations, but tells you how to get there and be successful. Indispensable!”

—more—

*What's the Alternative? Career Options for Librarians and Info Pros* includes the following chapters:

1. Making the Leap
2. Organizations Serving Libraries and Librarians
3. Organizations Similar to Libraries
4. Striking Out on Your Own
5. Building a Business
6. Information Work
7. Working in Very Different Roles
8. Working in IT Outside of Libraries
9. Nontraditional Roles, Traditional Institutions
10. Back into the Fold
11. Where To from Here?

In addition to the Foreword by Dority, *What's the Alternative?* includes an Introduction by the author and several appendices featuring lists of recommended resources. Links to useful Web sites, periodically updated by the author, are provided as a reader bonus at [www.lisjobs.com/altcareers](http://www.lisjobs.com/altcareers).

#### **Author Signing at the Computers in Libraries Conference**

Rachel Singer Gordon will sign advance copies of *What's the Alternative?* on Monday, April 7 at Computers in Libraries 2008, a conference being held in Arlington, Virginia. The signing will take place from 5:00 to 5:45 PM at the Information Today, Inc. booth. For more about Computers in Libraries including venue information, visit [www.infotoday.com/cil2008](http://www.infotoday.com/cil2008).

**Rachel Singer Gordon** is Consulting Editor, Information Today, Inc., Book Publishing Division, and Webmaster, LISjobs.com. She writes and presents widely on career development issues for librarians, and maintains two blogs: The Liminal Librarian ([www.lisjobs.com/blog](http://www.lisjobs.com/blog)) and Beyond the Job (with Sarah Johnson; [www.beyondthejob.org](http://www.beyondthejob.org)). She is the author of six previous books on career development and technology topics, including *The Accidental Systems Librarian* (ITI, 2003), *The Librarian's Guide to Writing for Publication* (Scarecrow Press, 2004), *The Accidental Library Manager* (ITI, 2005), and *The NextGen Librarian's Survival Guide* (ITI, 2006). She is the editor of *Information Tomorrow: Reflections on Technology and the Future of Public and Academic Libraries* (ITI, 2007). Her MLIS is from Dominican University, and her MA is from Northwestern University.

*What's the Alternative? Career Options for Librarians and Info Pros* (2008/288pp/softbound/\$35.00/ISBN 978-1-57387-333-8) is published by Information Today, Inc. It is available in better bookstores and direct from the publisher by calling (800) 300-9868 [outside the U.S., call (609) 654-6266]; faxing (609) 654-4309; emailing [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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