

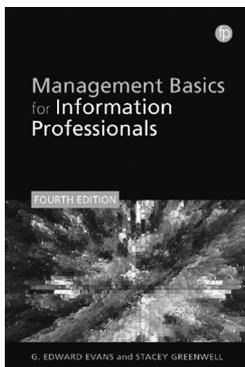
# Book Alert

World Digital Libraries 13(1): 63–68 (2020)

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## MANAGEMENT BASICS FOR INFORMATION PROFESSIONALS (Fourth Edition)

G. Edward Evans and Stacey Greenwell



March 2020 | 352 pp. | Paperback | ISBN  
9781783304523

Since its initial publication this text has served as an essential resource for both LIS students and practitioners. *Journal of Hospital Librarianship* deemed it ‘a librarian’s dream... very forward-thinking.’ The new fourth edition offers an updated, comprehensive examination

of the myriad of basic skills effective library managers must exercise throughout their careers.

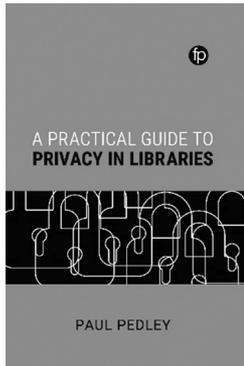
Throughout, G. Edward Evans and new co-author Stacey Greenwell pay close attention to management in ‘new normal’ straitened economic conditions and the pervasive impact of technology on a library manager’s role.

Core domain areas that *Management Basics for Information Professionals* covers include the following:

- A new focus on how being in the public/non-profit sector influences the application of management basics such as planning, accountability, trust and delegation, decision-making, principles of effective organizational communication, fostering change and innovation, quality control, and marketing.
- The managerial environment, organizational skill sets, the importance of a people-friendly organization, and legal issues.
- Key points on leadership, team-building, and human resource management
- Budget, resource, and technology management.
- Management ethics, with a lengthy discussion of why ethics matter.
- Tips for planning a library career, with a look at the work/life debate.

## A PRACTICAL GUIDE TO PRIVACY IN LIBRARIES

Paul Pedley



January 2020 | 222 pp. | Paperback | ISBN 9781783304684

Privacy is a core value of librarianship and yet as a concept, it is difficult to define and in practice, a challenge to uphold.

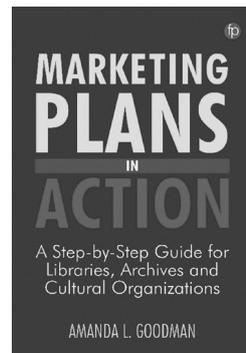
This ground breaking new book considers how privacy issues can arise in a library context and what library and information professionals can do to protect the privacy of their users. *A Practical Guide to Privacy in Libraries* features a wide range of practical examples of such issues, providing insights and practical steps which readers can follow. In-depth case studies and scenarios support the examples laid out in the book, while examples of data breaches which have occurred in a library setting, and the lessons we can learn from them, are also included. The book also covers the main legislation governing data protection—GDPR—which will be particularly relevant to European librarians, and international librarians offering services to EU citizens.

*A Practical Guide to Privacy in Libraries* provides a range of tools through which libraries can communicate how they handle the personal data of their users whilst ensuring that they are following best practice with their privacy

policy statements, their privacy audits and data protection impact assessments. Privacy is not the same thing as data protection, and the book outlines the differences between these two concepts. Nevertheless, the book has been written with the requirements of data protection law very much in mind.

## MARKETING PLANS IN ACTION A STEP-BY-STEP GUIDE FOR LIBRARIES, ARCHIVES AND CULTURAL ORGANIZATIONS

Amanda L. Goodman



January 2020 | 210 pp. | Paperback | ISBN 9781783304707

You know you need to get the word out. But where do you start? How do you keep track of everything? Don't work harder—work smarter. The key is to stay organized and focused through solid project management skills, and at the heart of it all lies an efficient workflow. Goodman's invaluable resource is here to smooth the way with 72 time-saving guides that will streamline your processes.

Addressing myriad marketing, publicity, and promotion activities, *Marketing Plans in Action* is packed with tried and true best practices and useful tips on the following topics:

- Efficiently reviewing and tracking task requests from colleagues around your organization.

- Keeping people informed through project management tools and formal reporting
- Developing and sustaining a network of media contacts in the community who will publicize your events.
- Crafting a consistent brand identity across the organization through language, logo, and colours.
- Creating and maintaining a public calendar for content.
- Designing mobile-friendly email messages and web pages.
- Segmenting email campaigns for maximum impact and engagement.
- Collecting user information while respecting privacy.
- Employing simple surveys for quick and useful feedback.
- Handling complaints with grace.

With the help of Goodman's step-by-step advice, you'll be able to establish and maintain marketing communication strategies and workflows no matter your organization's size.

## DELIVERING IMPACT WITH DIGITAL RESOURCES

PLANNING STRATEGY IN THE ATTENTION ECONOMY

Simon Tanner



January 2020 | 280 pp. | Paperback | ISBN 9781856049320

This book provides practical guidance for delivering and sustaining value and impact from digital content.

Our digital presence has the power to change lives and life opportunities. We must understand digital values to consider how organizational presence within digital cultures can create change. Impact assessment is the tool to foster understanding of how strategic decisions about digital resources may be fostering change within our communities.

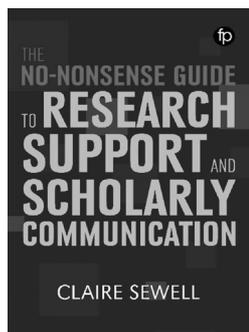
*Delivering Impact with Digital Resources* focuses on introducing both a mechanism and a way to thinking about strategies and evidence of benefits that extend to impact. Such that, the existence of a digital resource shows measurable outcomes that demonstrate a change in the life or life opportunities of the community. The book proposes an updated Balanced Value Impact Model (BVIM) to enable each memory organization to convincingly argue they are an efficient and effective operation, working in innovative modes with digital resources for the positive social and economic benefit of their communities.

*Delivering Impact with Digital Resources* focuses on the following topics:

- A guide to using the BVIM and a wide range of data gathering and evidence based methods.
- Exploration of strategy in the context of digital ecosystems, an attention economy and cultural economics.
- Working with communities and stakeholders to deliver on promises implicit in digital resources/activities.
- Major case studies about Europeana, the Wellcome Trust, and the National Gallery of Denmark, amongst others.
- An exploration of the difference between the attitudes expressed by groups within digital cultures versus the actual behaviours they exhibit using impact exemplars from many sectors and geographies to show how they are explored and applied.

## THE NO-NONSENSE GUIDE TO RESEARCH SUPPORT AND SCHOLARLY COMMUNICATION

Claire Sewell



January 2020 | 208 pp. | Paperback | ISBN  
9781783303939

This accessible and highly practical book provides an introductory guide to the world of research support in the academic library.

Academic libraries have seen huge changes in recent years, thanks to the increasing availability of information online but they are now undergoing another shift. As libraries move away from providing access to existing information and towards helping users create new knowledge there is an opportunity for them to develop new services for the research community. To do this successfully libraries need to have a knowledgeable workforce who are equipped to provide the support that researchers need. Information professionals are increasingly being asked to advise their users on issues such as open access and research data management but are often doing so with little or no formal preparation.

Outlining the reasons why library staff need to develop a knowledge of research support and guiding them through the key information on each topic, *The No-nonsense Guide to Research Support and Scholarly Communication* provides an ideal primer for those who seek to work

in this area or those who have acquired these responsibilities as part of a wider role. The practical nature of the book means readers can dip into it or read it from cover to cover as needed. It includes practical checklists of knowledge and skills, international case studies by practitioners from around the globe, end of chapter references, how-to sections, activities and links to freely available online training materials.

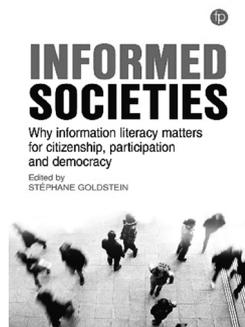
The No-nonsense Guide to Research Support and Scholarly Communication covers:

- Scholarly communication, open research, and the research lifecycle.
- Research data management.
- Open access.
- Disseminating research.
- Metrics and measuring impact including the Journal Impact Factor, H-Index and Altmetrics.
- Career paths in research support.
- Why and how library staff at all levels can get involved in the process of doing research and sharing their outputs.

## INFORMED SOCIETIES

WHY INFORMATION LITERACY MATTERS  
FOR CITIZENSHIP, PARTICIPATION AND  
DEMOCRACY

Stéphane Goldstein (Ed.)



January 2020 | 272 pp. | Paperback | ISBN  
9781783304226

This book explains how and why information literacy can help to foster critical thinking and discerning attitudes, enabling citizens to play an informed role in society and its democratic processes.

In early 21st century societies, individuals and organizations are deluged with information, particularly online information. Much of this is useful, valuable or enriching. But a lot of it is of dubious quality and provenance, if not downright dangerous. Misinformation forms part of the mix. The ability to get the most out of the information flow, finding, interpreting, and using it, and particularly developing a critical mindset towards it, requires skills, know-how, judgement and confidence— such is the premise of information literacy. This is true for many aspects of human endeavour, including education, work, health, and self-enrichment. It is notably true also for acquiring an understanding of the wider world, for reaching informed views, for recognizing bias and misinformation, and thereby for playing a part as active citizens, in democratic life and society.

This ground-breaking and uniquely multi-disciplinary book explores how information literacy can contribute to fostering attitudes,

habits and practices that underpin an informed citizenry. The 13 chapters, each come from a particular perspective, are authored by international experts, representing a range of disciplines—information literacy itself, but also political science, pedagogy, information science, psychology.

The following topics form the subject matter of *Informed Societies*:

- Why information literacy and informed citizens matter for healthy, democratic societies.
- Information literacy's relationship with political science.
- Information literacy's relationship with human rights.
- How information literacy can help foster citizenship, participation, empowerment, and civic engagement in different contexts— school students, refugees, older people, and in wider society.
- Information literacy as a means to counter misinformation and fake news.
- The challenges of addressing information literacy as part of national public policy.

