

Managing Your Brand: Career Management and Personal PR for Librarians

By Julie M. Still

Chandos

Oxford

2015

114 pp.

£42.75 soft cover

ISBN 978-1-84334-769-9

Review DOI [10.1108/EL-11-2015-0217](https://doi.org/10.1108/EL-11-2015-0217)

895

The importance and role of people, staff, or to be precise, human resources to/in individual, organisational and social success is a generally accepted reality. To do information/knowledge work properly, recognize opportunities and threats, leverage knowledge, build capability and meet users' information needs in libraries, librarians must prepare themselves to cope with the ever-changing conditions and keep their communication channels, promise, reputation and readiness. This seven-chapter book aims to spell out in detail some practical things that every librarian or academic can do to avoid some common pitfalls and to adopt positive habits and practices early on to get onto the right footing. As an introductory discussion, Chapter 1 – *Getting started* – is an overview of the objectives and structure of the book. It poses some questions such as “Where are we heading?” and “What do we want?” and underscores the usefulness of a personal mission statement and roadmap. Chapter 2 – *Planning your pathway* – deals mainly with goal setting and how it will be reached. Taking a synergetic approach, Chapter 3 – *Counting your assets* – indicates that meeting long-term goal(s) needs a strategic plan implemented with the joint contribution of various assets from skills to knowledge, people, communication and so on. Highlighting that “librarianship is the core of every librarian’s job” (p. 57), Chapter 4 – *Librarianship* – justifies the great significance of having a scientific/professional view towards career management and excellence for librarians. Chapter 5 – *Scholarship* – focuses on scholarship (researching, speaking, writing, publishing and editing) as one of the most influential ways by which librarians can prove themselves and contribute to both their profession and knowledge via creating new knowledge. Chapter 6 – *Service* – covers how librarians can stabilize and advance their career(s) through providing right services at library, institutional and community levels. Finally, Chapter 7 – *Building walls towers and bridges* – reminds librarians that job success and development is not an accident, its price must be paid in full, in advance and it must be supported and sustained by change management (versatility or flexibility), a futuristic strategic view and substantial endeavour based on careful planning. In addition to the good structure and easy-to-understand text of the book, its content follows logically, fortified with theory and practice. One point I took

from reading this book is that “the perfect is the enemy of the good”. Accordingly, in any job situation, librarians must manage their brand and so equip their toolbox with vision, insight, attitude, behaviour, skills and practices that make a difference and increase their capacity. Librarians and information professionals will find this is a thought-provoking book.

Soodabeh Omidkhah

Islamic Azad University, Hamedan Branch, Iran

The Weeding Handbook: A Shelf-By-Shelf Guide

By Rebecca Vnuk

American Library Association

Chicago, IL

2015

196 pp.

US\$45.00 soft cover

ISBN 978-0-8389-1327-7

Review DOI [10.1108/EL-01-2016-0002](https://doi.org/10.1108/EL-01-2016-0002)

Weeding should be high on the agenda of every library; however, often the attitude of librarians to this important collection management process is ambiguous. In *The Weeding Handbook*, Rebecca Vnuk offers a simple, yet well-planned and rational, approach to weeding for public and school libraries. The book is intended to motivate and provide general advice and knowledge about the process. It is written in an attractive and convincing manner and is supplemented with the author’s authentic weeding experience and stories. Those readers who would like to get more thorough information are referred to relevant weeding guides and literature.

The book consists of 12 chapters and may be divided into three parts – an introduction to weeding, advice for weeding specific parts of the collection and the organisation of weeding. The first chapter called *The Basics* provides a general overview of such vital issues as motivation, preparation, general hints for the implementation of weeding, as well as answers to frequently asked questions. This chapter sets the stage for more comprehensive advice and discussion further into the book.

Advice for weeding of specific parts of a collection is provided in Chapters 2-10 and is generally structured according to Dewey classes. In individual chapters, each Dewey class is subdivided into parts and supplied with comments on recommended weeding schedules and important weeding criteria to consider. In Chapters 9 and 10, advice for youth collections and other special collections is summarised.

Two chapters, Chapter 11 and Chapter 12, are dedicated to communication and planning for weeding. According to the author, weeding always involves an emotional attitude; therefore, communication about weeding to staff and patrons is vital. The author provides tips for organising communication and illustrates her tips with examples and personal stories. Similarly, the book offers advice on incorporating