important to note that users still employ the traditional methods of getting face-to-face help, such as phone calls and scheduling appointments.

A goal of many libraries today is to make services as seamless as possible for library users. Traditionally we have tended—whether deliberately or not—to have so many barriers in place that users can easily get frustrated. Some of these barriers have been removed by offering services such as wireless access, electronic reserves, help hubs, electronic back files, reading rooms and shuttle services, for example.

Beyond Survival does a great job of recognizing and addressing some of the most pertinent issues in facilitating change and the reinvention of academic libraries. This work not only deals with the importance of addressing diversity in our multicultural society, but also how important it is to hire good people to represent you, and thinking long term (after you secure the good people) about what you need to do to retain them. Real-life applications from solutions implemented at institutions such as the Universities of Arizona and Pittsburgh provide practical help for readers, and they will notice many parallels to the business world that are both proven and useful. This book would be a tremendous addition to any academic library, regardless of size, to assist with changing users needs and the demands on the horizon.

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Do you want to know the value of your library to your community? The stated purpose of this book is to provide guidance on how to prepare a statistical estimate of the benefits of your library’s services to your customers. With this cost-benefit analysis completed you will be armed with documented data that can be presented to your board of directors, Commissioner’s Court, or Friends and supporters of your library. The general public will be able to see the benefits and the value of the services you provide.

This book presents information about the fundamentals of how and why of conducting a cost-benefit analysis. It gives a comparison between cost-benefit analysis and an economic impact analysis, then explains when to use each one. Approximately one-third of the book is contained in the five appendices outlining the steps to follow in conducting a cost-benefit analysis. There are very detailed instructions on how to build a database of the cardholder population to be sampled, and word-for-word interview questions and scripts for what to say should the selected individual not be available to answer your questions. Next instructions are provided on calculating and reporting the survey results. Finally, there is information on technical insights for project consultants. This book provides very thorough instructions on Measuring Your Library’s Value.

Billie J. Bailey
Children’s Librarian
Harris County Public Library


In the introduction to this book, editor Eric Novotny notes the dearth of information available on electronic reference in 2001, when he was working on an article on evaluating electronic reference. Describing the new virtual reference services as being in their infancy then, he considers the current environment the “gawky teenager” stage. Novotny has brought together a dozen chapters by authors from a wide variety of institutions and divided them into the following areas: Library Case Studies and Research Results; Standards and Methods for Evaluating Virtual Reference; and Assessing Library Instruction in an Online Environment.

Five case studies are included in the first section, ranging from an analysis of librarian performance in a statewide collaborative virtual reference project in Oregon to Penn State’s “Tell Us What You Think” user feedback button which was initially put in place after they migrated to a new ILS, but also proved to be a valuable collector of user input for many library services. Another case study, also from Penn State, ana-