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New, Peter G. *Book Production. Outlines of Modern Librarianship.* London: Clive Bingley; New York: K. G. Saur, 1979. 152p. $10. ISBN 0-85157-266-9.

Peter New's *Book Production* is one of the volumes in the very useful "Outlines of Modern Librarianship" series published by Clive Bingley of London. While the announced purpose of these brief manuals is to serve as introductions to, or even textbooks in, a variety of courses of the standard library science curriculum, in practice they appear to be particulary helpful as review books for students preparing for major examinations.

The present volume is a small octavo of about 150 pages bound in paper-covered boards. The index is serviceable, and the few black-and-white illustrations are adequate, though clearly color would have helped to explain full-color halftones. There is no bibliography, but reference is made throughout to a very few essential British texts, particulary Sean Jennett's *Making of Books* (Faber, 1974). Obviously for American instructors, however, the basic text would be Marshall Lee's *Bookmaking* (Bowker, 1979), which was presumably not available to New when he wrote this book.

The author, who has a library science background, has taught book production for nineteen years and has written extensively, including *Reprography for Librarians* (Bingley, 1975) and *Education for Librarianship* (Bingley, 1978), is, to say the least, well qualified for his task.

New's interest in pedagogy shows in his thoughtful introductory chapter, "Study and Teaching of Book Production," and in his excellent organization of all subsequent chapters. Indeed the book provides the teacher with a ready-made outline for a unit or course in book production. Four chapters are devoted to the printing of text, an equal number to the printing of illustrations, one each to paper and binding, and a final chapter discusses design and typography. The presentation is what might be called "definition-in-context." As each technical term is introduced, it is italicized and its meaning is given in relation to the process being de-scribed. The technique is effective, and the format makes the book easy to use as a handbook should be.

The index provides an alphabetical approach, though its convenience would be improved if boldface numbers were used to distinguish between definitions and simple mentions of the terms. In this sort of animated glossary the difference between English and American usage might be a problem. There are such differences, filmsetting for photocomposition, photo-lithography for offset lithography, and unsewn for perfect binding, but they are few and should cause no serious misunderstandings; in fact, the American term is often given as a synonym. The cost of the book at $10 is more apt to discourage its widespread purchase by students in this country.

Peter New's book is confidently recommended for purchase by faculty and students in library science, journalism, bibliography, certain technical courses, or wherever a layman's understanding of the technical aspects of book production is sought, and by libraries serving such clienteles.—*Budd L. Gambee, University of North Carolina at Chapel Hill.*

Developing Library Effectiveness for the Next Decade. Proceedings of the Seventh Meeting of IATUL, Leuven, May 16–21, 1977. Edited by Nancy Fjällbrant and Kerstin McCarthy. Göteborg, Sweden: International Assn. of Technological University Libraries, Chalmers Univ. of Technology Library, 1978. 235p. ISBN 91-7260-257-0.

As one might infer from the title, this book contains a diverse set of original papers on library effectiveness presented at the May 1977 conference of the International Association of Technological University Libraries at Leuven, Belgium. It consists of nine, long, invited papers, as well as fifteen, shorter, spontaneously presented "communications."

The general introduction of the conference identified the specific problems facing university libraries that gave impetus to the conference theme: "the ever increasing production of publications, the never ending growth of student populations, the pressure on us to supply information more quickly, the appearance of more and more sophisti-

cated machinery and expensive information devices, the availability of new techniques, new media and new theories . . . at a time when budgets are decreasing, the purchasing power is suffering from inflation, and wages are going up" (p.7).

Unfortunately, library practitioners and library school faculty are likely to find few new solutions to these problems in the papers that follow. In fact, most of the issues addressed here have been repeatedly discussed over the past several years in relevant journal articles and professional meetings. Since the volume is a transcript of a 1977 conference, this should not be surprising. Yet, this volume does not even summarize in any coherent fashion the current issues related to library effectiveness.

Half of the book is devoted to the nine invited papers, which span the areas of planning, automation, cost-benefit analysis, user studies, instruction in library use, personnel, networking, and the library's place in higher education. Neither these papers nor the shorter essays following are unified by any conceptual underpinnings; rather they represent a "shotgun" approach to the topic of effectiveness, in which the overall conceptual issue of what library effectiveness means is never addressed.

This conference reflects the continuing gap between theory and practice in the library field. The practitioners represented here seem quite willing to deal with the pragmatic issues they define as related to "library effectiveness," but they obviously do not see the necessity of working out the theoretical basis on which such issues are based.

The result is that effectiveness is dealt with unidimensionally in each article; out of the nine major papers, three define effectiveness as efficiency (Evans, Mittler, Declercq); two define effectiveness as user satisfaction (Meister, Fjällbrant); two define effectiveness as achieving library objectives (Schofield, Webster); and two define effectiveness as cost-effectiveness (Bonus, Hill and Ross). The multidimensionality of the effectiveness construct is not examined, leaving the reader with the fragmented view offered by this collection of papers.

Aside from these conceptual problems,

readability of these proceedings is hindered by poor editing. One paper (Meister) appears to be a translation, but it is so garbled as to be useless. Another paper (Mittler) is written in good English, but its illustrations are written in German, making them less than useful.

All in all, although individual authors make some good points concerning aspects of library effectiveness (particularly Webster and Bonus), the overall treatment of effectiveness is rudimentary. At best this conference may encourage more definitive research on effectiveness in the future.—*Rosemary Ruhig Du Mont, University of Kentucky, Lexington.*

Boss, Richard W. *The Library Manager's Guide to Automation.* Professional Librarian Series. White Plains, N.Y.: Knowledge Industry Publications, 1979. 106p. $24.50 softcover; $29.50 hardcover. LC 79-3057. ISBN 0-914236-38-5 softcover; 0-914236-33-4 hardcover.

On the premise that the decision to automate is one of the most significant decisions in a library manager's career, the guide's stated purpose is "to describe the present state of automation, its value to libraries, future trends, and the role of the library manager in the conversion process." In doing this, no expertise is assumed and the stated emphasis is on the context in which technical decisions are made.

The chapter on fundamentals of automation includes a discussion of the advantages and disadvantages of turnkey versus in-house development; minicomputer capabilities; and a general, very brief discussion of hardware and software basics. The discussion of automation today is largely a discussion of current vendors, products, and services, such as BATAB, LIBRIS, OCLC, WLN, etc.

In a brief glimpse into the future, the author predicts that more library functions, including office procedures, will be automated; files will be built as by-products of other functions and through use of shared facilities like OCLC; and patrons will be using terminals that are "user cordial." He further states that libraries will have an increasing array of commercial competitors