career choice. She is realistic in noting that consulting is not for everyone, but she is also supportive and helpful in her comments and suggestions for those who are inclined to make a career change.

A deceptively brief book (the definition of a primer, no doubt), *Is Consulting for You?* is an effective and handy guide for those librarians and information specialists who are considering making a career in information-based consulting. —*Larry Cooperman, Librarian, Everglades University, Altamonte Springs, Florida*

Library 2.0 and Beyond: Innovative Technologies and Tomorrow's User. Ed. by Nancy Courtney. Westport, Conn.: Libraries Unlimited, 2007. $45 (ISBN 978-1-59158-537-4).

Over the past several years, the phrase "Library 2.0" has come to describe a wide variety of services, philosophies, technologies, and approaches to librarianship. From "two-pointopians" to technological holdouts, librarians have developed a range of relationships and reactions to this term and what it represents. Although the movement to adopt new technologies has become well established throughout the profession, many are still curious about how Library 2.0 translates to practical and successful user-focused services.

Library 2.0 and Beyond: Innovative Technologies and Tomorrow's User, edited by Nancy Courtney, is useful for the information professional seeking a concise introduction to Web 2.0 tools and how they can be developed in a library context. Moving past theoretical discussions about how libraries interact with the participatory Web, this volume draws on the insight of successful 2.0 practitioners to demystify the field's most significant buzzword.

Like other recent works on the subject, *Library 2.0 and Beyond* runs the gamut of innovative library technologies, devoting a chapter to social catalogs, podcasting, wikis, social networking, mashups, handheld computing, tagging, gaming, virtual worlds, and digital storytelling. These topics are consistently explored with brevity and clarity by their authors. Complex issues are presented in understandable terms by librarians who have used 2.0 tools to improve the user experience. Eric Schnell's chapter on mashups and Ellyssa Kroski's exploration of tagging and "folksonomies" are examples of accessible treatments of nuanced topics, while Chad Boeninger's and Chris Kretz's respective explorations of wikis and podcasting showcase examples of social tools at work in diverse library contexts.

In his foreword, Steven Bell notes that despite the difficulty of "keeping up" with new technologies, librarians must understand Web 2.0 and Library 2.0 to remain responsive to changing library users. *Library 2.0 and Beyond: Innovative Technologies and Tomorrow's User* is recommended for anyone who wants to become more familiar with the range of creative tech-based experimentation flourishing in the library field. Each chapter is a jumping-off point for practical programming, offering insights and best practices as well as

suggested readings for those who want to further extend their knowledge.—*Char Booth, Reference and Instruction Librarian, Ohio University, Athens, Ohio*

Our New Public, A Changing Clientele: Bewildering Issues or New Challenges for Managing Libraries? Edited by James R. Kennedy, Lisa Vardaman, and Gerard B. McCabe. Westport, Conn.: Libraries Unlimited, 2008. 324 p. $45 (ISBN 978-1-59158-407-0).

Our New Public, A Changing Clientele is an edited volume focusing primarily on members of the millennial generation, often defined as those born since 1982, and their use (or nonuse) of libraries. Two of the eight sections of the book specifically examine this group of users, the second largest population group in the United States after the baby boomers. Although there is a chapter on school libraries and some discussion of public libraries, the majority of articles examine academic libraries.

In chapter 1, Delmus E. Williams concisely lays out the relevant issues of the book and the defining traits of the net generation. Although he emphasizes the fact that libraries can become more service-oriented and user-friendly by staying attuned to this generation's characteristics and needs, he maintains a focus on all users of all ages, including faculty members and a diverse student body, rather than on just one (albeit large) segment of the user population.

The authors of the articles that follow examine this changing clientele from several different perspectives. Issues examined include social capital; the cognitive and psychological implications of multitasking; educational theories and models; the importance of partnering with faculty, information technology, and other areas of the university and community to serve library users; evaluation models; and information literacy.

Millennials are defined (and redefined) in article after article. This collection would maintain a smoother and more effective style if the definition were confined primarily to the first chapter, allowing the articles that follow to focus on various perspectives of working with this clientele.

In general, the authors do a good job of presenting commentary and examples of working in today's continually evolving libraries. However, we are reminded that in the midst of constant change, librarians are always striving to serve the user. Juris Dilevko proposes "slow librarianship"—encouraging students to do quality work by using their technological skills as appropriate, but also sometimes taking a break from technology in order to ponder and create (70).

The bibliographies that follow each article are full of sources to guide the reader who would like to pursue in more detail specific topics discussed by the authors. The discussions point out that, although one size does not fit all, improving facilities and services for a target group of users can improve services for all.—*Jeri Smalley, Assistant Director, Oklahoma Scholar-Leadership Enrichment Program, Norman, Oklahoma*