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SLA Silicon Valley Hosts Dr. Sandra Hirsh for Inaugural Book Club Meeting

Posted on August 11, 2015. Tags: [Silicon Valley](#), [Silicon Valley Chapter](#), [Silicon Valley SLA](#), [SJSU](#), [SLA](#)

SLA-Silicon Valley hosted its inaugural book club gathering on July 30 with a very special book and guest: Dr. Sandra Hirsh, professor and [director](#) of the SJSU [School of Information](#) and editor of [Information Services Today: An Introduction](#).



Dr Sandra Hirsh and book club attendees

An SLA-SV chapter member, Hirsh was invited to join the lively discussion of her textbook, which includes the perspectives of international LIS professionals as well as many iSchool instructors, such as [Wayne T. Disher](#), [Dr. Mary Ann Harlan](#), [Dr. Cheryl Stenstrom](#) and [Dr. Michael Stephens](#). Since its release in March 2015, the textbook, which provides a great introduction to the field for new students and a refresher on current trends for working professionals, been has been adopted as a core text by a number of LIS programs around the country.

“It was really an honor to speak about my new book with the Silicon Valley SLA Chapter,” Hirsh says. Over dinner at [Billy Burke’s](#) in San Jose, the group discussed everything from reference services to managing technology and demonstrating value through assessment, to issues like open access and information licensing. “I shared the goals of the book, key themes addressed, [special features like webcasts](#), discussion questions, the online supplement, and the range of content included in the book,” Hirsh

adds.

Chrystelle Browman, SLA [director-at-large and programs chair](#), notes that one topic of particular interest to the group was a discussion about “leadership vs. management, and the limitations on the words ‘library’ and ‘librarian’.” In response, Hirsh shared her own background in the LIS field and the role that played in the perspectives represented in the textbook, such as the use of the terms “information professionals” and “information organizations.” “This terminology was specifically used to represent the broad array of opportunities,” Hirsh explains. For example, “positions and environments that people with LIS skills and competencies have available. We also talked about the importance of continuing to learn—even after getting the master’s degree.”

Another topic of concern, Browman says, was the challenge for special, school and public librarians to be actively involved in professional activities, especially writing and publishing papers, as these pursuits are often not recognized or rewarded in these environments. “Sandy discussed participating in the library community by writing papers when she was working at [HP](#),” Bowman notes, referring to an [information research program position created specifically for her](#) that Hirsh held prior to her re-entry into the library field. While research and publication was expected at her R&D position at HP, this was not the case when she worked in consumer product development at Microsoft. At Microsoft, she wrote and published papers “Not for recognition at her job, but her own personal and future professional benefit.”

But it wasn’t all shop talk: Praveena Raman was the first ever Silicon Valley chapter book club raffle winner, and took home a copy of Information Services Today, signed by the author herself!

As chapter president Cory Laurence explained in her invitation to join the book club, “there’s a lot of reading to be done as a librarian, and it’s the kind of reading that is really enhanced with discussion.” Browman adds that the group “would love to have authors present at our book meetings, I think it provides something special to its attendees. I also hope the authors would benefit from these gatherings.”

To learn more and add your comments to the discussion, join the [Facebook group](#) that Laurence created as “a forum for events and discussions related to the Book Club for the Silicon Valley Chapter of SLA.” Open to all Silicon Valley chapter members, whether you attend book club event or not, the forum is waiting for your “book ideas, polls, events, and thoughts about reading!”

With Hirsh and Information Services Today, the first book club event was a bona fide success!

Thanks to SJSU [iSchool Student](#) & [Community Profiler](#) Alison Peters for the write-up.

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New SLA-SV Book Club!

Posted on June 24, 2015. Tags: [book_club](#), [Events](#)



Image credit: Pietro Bellini <http://bit.ly/1TN1UQo>

By Cory Laurence
President – SLA-Silicon Valley Chapter

I know it's odd for me (a newly-minted librarian) to say, but I've never been a part of a book club before. I'm usually more of a fiction reader, and I don't often feel a need to discuss fiction. But there's a lot of reading to be done as a librarian, and it's the kind of reading that is really enhanced with discussion. I saw the real benefit of this last year when I read Sheryl Sandberg's *Lean In* and convinced the mentoring group to read and discuss it with me. We had such a great time bouncing ideas off of each other that we all agreed that it would be great to do it again with another book.

We're holding the kick-off event on July 30 @ 6 pm at Billy Berk's in San Jose ([registration here](#)). Our guest of honor is our very own chapter member, Dr. Sandra Hirsh, who will be talking to us about her new book, *Information Services Today: An Introduction*. We'll even be raffling off a couple of copies of her book! The book covers a lot of ground, including a "broad overview of the transformation of libraries as information organizations, why these organizations are more important today than ever before, the technological influence on how we provide information resources and services in today's digital and global environment, and the various career opportunities available for information professionals." (from the [publisher's site](#)). There is an accompanying webcast series as well. Check it out for yourself, being sure not to miss the 'tabs' for more information, including book details, author, TOC, and more.

While registration is limited for the kick-off event, the book club will be open to all who are interested. I'd like to run it similar to the dine-arounds: if you feel up to hosting, please let me know in the [form here](#). If you would simply like to attend a book club (whether you read the book or not!), that is totally fine, too. If you do sign up to host, I'll be in touch with you to figure out timing, etc. I'm open to us reading shorter articles, rather than full-length books, too.

Finally, I'm experimenting with how to run this, so I've started a [Facebook group](#) (just click on "Join Group"). It's open to all Silicon Valley chapter members, whether you make it to a book club event or not. I figure it could be a great forum to publicize events, suggest readings, and discuss what we've read.

I hope that you'll join me. I'm really looking forward to hearing what others are reading, what you think about what you've read, and what else you'd recommend.

Registration for kick-off event: <https://www.surveymonkey.com/r/GDYQKB5>

Register interest in book club: <http://goo.gl/forms/JRPCxnu6LL>

Facebook group: <https://www.facebook.com/groups/829306707123574/>

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Book Review – This Book is Overdue! How Librarians and Cybrarians Can Save Us All

Posted on March 17, 2010. Tags: [Marilyn Johnson](#), [This Book Is Overdue](#)

Johnson, Marilyn (2010). *This Book is Overdue! How Librarians and Cybrarians Can Save Us All*. New York: Harper (ISBN 978-0-06-143160-9)

This is an easy-to-read and entertaining book. The author is clearly enthusiastic about the many talented, knowledgeable librarians she has met in her travels. The profession has undergone a number of dramatic transformations through the years especially as librarians have continued to stepped up to more complex problems. In addition, they have also made their users more aware of who librarians really are and what they are able to accomplish through their intellectual capabilities, training, experience, knowledge, and their use of technology. More than once librarians have "saved the organization's bacon" by finding the missing data and magically using their instincts to pull together the various pieces to solve highly complex problems. Many library users are unaware that professional librarians have great organizational and analytical skills, curiosity, wide-ranging knowledge, good memories, and usually a deep subject knowledge background. But they (these users) all seem to appreciate the

answers and information "we" provide them...In the newer environments special librarians are making use of avatars in their exploration of the virtual world known as [Second Life](#). Johnson mentions this "knowledge seeking" activity in her book.

Johnson's volume mentions a few early professionals, such as [Frederick Kilgour](#) who was one of the professionals in the early seventies. He headed the efforts to combined a few dozen college libraries catalogs into a world catalog, called the [Online Computer Library Center \(OCLC\)](#). [Henriette Avram](#) helped to automate the records of the Library of Congress. She is credited with writing the first code for the computerized catalogs called MARC (MACHine Readable Cataloging). According to this book the MARC format is still used today. Avram and others helped to inspire a generation of librarians to combine library work and computers. Computerized records helped libraries to change from a collection of books into automated research centers. The continuing strongest quality of librarians has been their desire to be of service. It has been said that perhaps their earliest values tended also to include truth, free speech and universal literacy. Many considered free access to information as the foundation of democracy.

There is continuous praise of librarians throughout this book. In addition there are interesting tidbits which add to its charm, e.g., the suggested use of Bounce dryer sheets to absorb musty book odors. Everyone should find something of interest as they read through *This Book Is Overdue*, including a few smiles or perhaps even chuckles. In addition to twelve enjoyable chapters, it also includes the following end sections: Chapter notes (pages 257-266); bibliography (pages 267-273) and acknowledgments (pages 253-257). I discovered this book through [a review by Christine Rosen](#) on page A17 of the February 9, 2010 of the *Wall Street Journal*.

Karen Takle Quinn

Posted in [Book Reviews](#) [0 Comments](#)

Book Review – Facebook Era

Posted on November 25, 2009.

Shih, Clara (2009). *Facebook Era: Tapping Online Social Networks to Build Better Products, Reach New Audiences and Sell More Stuff*. Boston, MA: Pearson Education, Inc. (ISBN 978-0-13-715222-3, pbk.)

Clara Shih has done an excellent job of describing and documenting how social networking sites, such as Facebook and Twitter, are ushering in a new era. *Facebook Era*, her new book, clearly documents and describes how these networks have influenced business relationships and cultures and even altered workplace environments. Shih offers some realistic insights and practical suggestions as to what companies might do to strategically and tactically survive and possibly thrive in these dynamic environments.

This book is divided into three major sections: "Part I: Brief History of Social Media," "Part II: Transforming the Way We Do Business," and "Part III: Your Step-by-Step Guide to Using Facebook for Business." Especially as knowledgeable information professionals, this approximately 200-paged book should be on your [must read](#) list.

In Part I Shih provides the reader with a good foundation for understanding today's technical and social forces of change. The author not only identifies what has changed, but also how these changes have provided the foundation for current business environments. Some may remember when data was submitted to mainframe computers in the form of paper punched cards, through online terminals, or from stand-alone computers or PCs. If we look at these technologies historically, we can all appreciate how the end-user practice has been shaped with new technology. This author encourages readers to reflect on how these technological changes were introduced and implemented. She then explores how work environments have been influenced or affected by various online networking technologies. This big picture overview helps readers both to better understand and to appreciate the online social networking revolution and its related impacts. With this backdrop readers can appreciate that these changes have not only empowered users, but also how they have greatly transformed how we do business.

Part I provides a good foundation and a logical transition to Part II, entitled "Transforming the Way We Do Business," which begins with Chapter Four, "Social Sales." The topics covered in this chapter focus on transformations, i.e. sales cycles, multiple network structures and the introduction of Customer Relationship Marketing (CRM). Some want to call CRM the first social network. Shih examines how a Silicon Valley start-up harnessed three key collective networks of employees from MySpace, Facebook and LinkedIn that have helped to develop source leads and build personal relationships. Chapter Five, entitled "Social Network Marketing," focuses on new marketing techniques which were potentially made possible through the use of online social networks. Among the techniques discussed are hyper-targeting, conducting rapid testing, and capturing passive interest indicators. It features two case studies, one from Victoria's Secret and a second from BonoBoos, a startup. These studies

suggested that both large and small businesses can achieve market success through the use of Facebook and other social networking tools. Chapter Six, entitled "Social Innovation," describes how the stages of innovation from generating concepts, prototyping, and commercial implementation, to continual iteration became more effective and efficient with online social networking. It provides current examples of how organizations are working with customers to improve both their products and their customer experience.

Chapter Seven, "Social Recruiting," demonstrates how recruiting tasks can be enhanced, and provides examples of how to use Facebook and LinkedIn to find potential candidates or to keep in touch with current candidates. Also, anyone looking for new opportunities may find many useful ideas and suggestions within this chapter. There is an interesting section, especially written for managers and/or human resources staff, entitled "How to Protect Against Employee Poaching."

Part III, "Your Step-by-Step Guide to Using Facebook for Business," (Chapters 8-12) focuses on how to implement ideas. Chapter Eight, "Engage your Customers," begins with a strong recommendation to first identify key business objectives, then to establish a sound strategy for applying these objectives. With this as a foundation, the organization should be in a much better position to identify their "key to success" milestones. She strongly encourages companies to listen to what customers are saying about their brands through the use of Twitter and Facebook. Shih further suggests using appropriate social networking sites to find unsanctioned communities and/or potential customer audiences in order to reach, define, and establish your presence.

Chapter Nine, "Get Your Message Across," provides a set of step-by-step instructions on how to tactfully execute on social networks. As in Chapter Five, this author does an excellent job of describing marketing techniques as well as providing examples from successful firms, i.e., Wendy's, Green Works and other sources. Chapter Ten, "Build and Manage Your Relationships" includes useful information on how to set up and interact with a Facebook account. It includes useful tips for creating effective profiles, establishing connections, organizing contracts, and even managing different identities across both personal and professional contracts. In this chapter the author offers her thoughts on what to consider when working with a friend. She also includes some basic tips on business etiquette. Shih strongly encourages the reader to think about how readers might use offline as well as online networks. Suggestions related to the sometimes sensitive topic of introductions are also included. Keep in mind that even though most examples from this book are based on Facebook, they can be easily applied to other social networking services.

Chapter Eleven, "Corporate Governance & Strategy," is another extremely useful chapter. It encourages the reader to think about what they have learned from the previous sections and challenges them to think about how best to apply these ideas in their individual environments. It points out some of the key risks to consider. Shih highlights privacy procedures and policy issues around intellectual property and confidentiality. She emphasizes that these important issues must be considered from both pro and con perspectives. This goes beyond choosing the right network model, identifying key risk areas, and partnering with the best legal, information technology and public relations support. The author here speaks to the challenges, obstacles, and realities of implementing social networking technologies in a corporate setting. This chapter specifically encourages businesses to consider the risks around privacy, security, intellectual property, confidentiality, and brand misrepresentation and the importance of partnering closely with legal and IT departments to decrease these risks. Chapter Twelve, "The Future of Social Business," suggests that the current development level of online social networking has many parallels to where we were in the late 80s in terms of Internet enhancements. Though there are plenty of unknowns, such as which vendors and business models will prevail, some trends are already taking shape. For example, we are seeing flatter organizations, stronger offline communities, more participation by small businesses in greater collaboration across organizations, and tighter integration with mobile devices. Despite the uncertainty, companies need to start thinking now about how this revolution will affect their business so that they can take the necessary steps to thrive in the "Facebook Era."

In summary, this book offers readers an overview of players, services, and support along with an interesting and selective representation of selective rankings based on Web traffic data. Readers may even want to start with an examination of the snapshot of top sites prior to reading this very informative volume. *Facebook Era* was written by a knowledgeable practitioner who has much to offer the reader, including interesting perspectives of online social networks, how to reach new audiences, build better products, and perhaps to enhance sales in this fast moving world. Consider listening in on, and perhaps joining, the conversations at www.thefacebookera.com or other sources. One thing this book strongly implies is that the business and professional world today is all about **connections, innovations, and collaborations**.

This review was submitted by Karen Takle Quinn. You can contact her at ktqATsbcglobalDOTnet.

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Book Review: The Back of the Napkin: Solving Problems and Selling Ideas with Pictures, by Dan Roam

Posted on August 5, 2008.

By Karen Takle Quinn, Ph.D.

Roam, Dan. *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*. New York: Portfolio, 2007. (ISBN 978-1-59184-199-9)

Dan Roam is the founder and president of Digital Roam Inc., a management-consulting firm that helps business executives solve complex problems through visual thinking. His 2007 book, *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*, was published by Portfolio. Its goal is to teach readers how to solve problems with pictures using visual thinking. Every chapter supports and illustrates Roam's central idea that "Visual thinking is an extraordinarily powerful way to solve problems and though it may appear to be something new, the fact is that we already know how to do it." (page 31). According to another visual thinking advocate, Robert E. Horn, words and pictures have been combined to improve human communication since the invention of written language. This was especially "notable in the culture of Ancient Egypt." (Horn, *Visual Language*, 1998, pp.25-26).

We all have problems when communicating with someone who does not speak or understand our language. Roam found that even when you learn to speak their language, as he did with Russian, visual thinking pictures are still especially useful when trying to share ideas with clients.

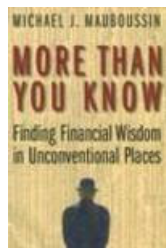
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Book Review: More Than You Know: Finding Financial Wisdom in Unconventional Places, by Michael J. Mauboussin

Posted on November 18, 2007.

By Karen Takle Quinn, Ph.D.



Michael J. Mauboussin has a reputation for being especially good at explaining difficult concepts and showing the links between diverse ideas and fields. His 2006 book *More Than You Know: Finding Financial Wisdom in Unconventional Places* (New York: [Columbia University Press](#) ISBN 0-231-13870-9) has been selected both as the best book in *Economics* for 2006 and by *Business Week* as one of the top 2006 business books. He is currently Chief Investment Strategist at Legg Mason Capital Management and also an adjunct professor at Columbia University's Business School. Originally, many of these essays were written when Mauboussin was Chief US Investment Strategist for Credit Suisse First Boston. These essays now have been updated, revised and published by Columbia University Press within 30 brief chapters divided among following four sections: "Investment Philosophy," "Psychology of Investing," "Innovation and Competitive Strategy," and "Science and Complexity Theory." In fifty short essays, Mauboussin explains many abstract and complex financial or economic concepts. Frequently he uses observations from nature, for example, the feeding patterns of ants, the strange behavior of slime mold, or the fast evolution of fruit flies to illustrate a point or to help the reader to think about a topic from a different perspective. He cites and relates ideas, illustrations and concepts from a wide range of interesting books and published papers.

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Book Review: The Box – by Marc Levinson

Posted on July 11, 2007.

By Karen Takle Quinn, Ph.D.



With his book *The Box* (Princeton University Press, 2006), Marc Levinson delivers an engrossing account of how the modern shipping container has revolutionized the flow of goods around the world. As Levinson notes, people now take for granted their access to an enormous selection of goods from all over the world. This unglamorous, little-noticed, and some call “ugly” shipping container has changed the world in more ways than most of us realize. I might never have read this fascinating story, if it had not been for its inclusion in *Business Week* best 2006 list.

Levinson delivers a detailed and engaging account of how this box came to be. Of particular note is his chronicle of Malcolm P. McLean, a North Carolina truck driver, who 50 years ago, after building a freight empire, gambled everything to create the first company with containerized ships. Levinson explains that today on the wharfs across the world rows of enormous cranes go into action almost as soon as an arriving ship ties up. These cranes are huge steel structures, some more than 200 feet high and often weighing millions of pounds. They are positioned so that several truck lanes and even trains can pass underneath. These cranes move forward riding on rails that run parallel to the sides of the ships. Each crane extends above the dock far enough to span the width of the ship. It is said that some of these ships may be wider than the Panama Canal. The trucks, trains, and other vehicles with incoming containers are driven underneath the appropriate stacking crane. The crane picks up containers and moves them to their appropriate destination.

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[Book Review: The Long Tail: Why the Future of Business Is Selling Less of More](#) [– by Chris Anderson](#)

Posted on April 9, 2007.

By Karen Takle Quinn, Ph.D.



Chris Anderson shows in *The Long Tail: Why the Future of Business Is Selling Less of More* (NY: Hyperion Press, 2006. ISBN 1-4013-0237-8) how the Internet is changing the way everyone does business. He suggests that the future of commerce and culture isn't in high volume hits but in what used to be regarded as misses—the endless long tail of that same curve. Many years of research have gone into this book. It is partly an economics research project. Economics seeks to find neat, easily understood frameworks that describe real world phenomena. Anderson, as editor-in-chief of *Wired*, first published his “tail” ideas in an article in the October 2004 issue.

This article became the most cited article *Wired* had ever run. In statistics, curves like those described are called “long-tail distributions.” Anderson coined the term “The Long Tail” to help to explain how our culture and economy is shifting focus away from the head, “mainstream products and markets,” toward the tail, the “ever-expanding universe of niche products and businesses.” Many suggest that *The Long Tail* is the most important business book since *The Tipping Point*. It was selected by *Business Week* as one of the best 2006 business books. It reveals that companies are seeing demands in categories that had previously been dismissed, and it reports that everything a company puts out finds a demand of some sort. The economics of “online” keeps going while the traditional retailer is influenced and limited by shelf space and the cost of maintaining inventories. The infrequent sellers have value in the online market even though they are only selling in small numbers because their aggregates add up to big business. Anderson suggests that letting people choose for themselves will create new opportunities for consumers and businesses.

Image from jacket cover of *The Long Tail*.

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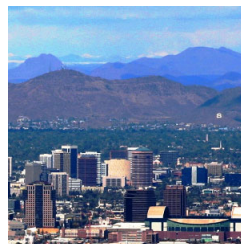


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