

sense of what influenced and what was influenced by these two decades of the American publishing industry. This view of the publishing trade in its wider context does much to compensate for the long trek through the hundreds of pages of detail.

The publisher represents one of a society's primary brokers of ideas and illusions, a point of exchange between what a public thinks and wants and is told. Because of this, Tebbel's *History*, however much an omnium-gatherum of a single industry it may appear, achieves a further dimension, a further significance that makes it that much more worthwhile an acquisition for any academic library.—*Charles Helzer, University of Chicago, Chicago, Illinois.*

Gough, Chet, and Srikantaiah, Taverekere. *Systems Analysis in Libraries: A Question and Answer Approach*. Hamden, Conn.: Linnet Books; London: Clive Bingley, 1978. 158p. \$9.50. LC 78-7539. ISBN 0-208-01753-4 Linnet; 0-85157-278-2 Bingley.

Despite ongoing arguments whether management is a science or an art, much progress has been made in recent years in our ability to describe scientifically the operations and activities of a library. Yet paradoxically, the application of systems analysis techniques appears to be of less importance today than during the early 1970s. Perhaps management science from the business world when applied to libraries loses something in the translation! Nonetheless, this volume by Gough and Srikantaiah attempts to stress the importance of library systems analysis for scientific analysis of library services.

The authors tell us that the volume is intended for students and is a guide or concise aid that synthesizes common elements of library systems analysis. They emphasize the conciseness of the volume rather than its comprehensiveness. Although the structure of a dialectic conversation throughout the volume adds to its uniqueness, the book is well written and straightforward. This combination of conciseness and the question/answer structure is both the strength and the weakness of the book.

The first five chapters, i.e., understanding systems, the library as a system, stating

goals, methods of description, and systems engineering, are excellent summaries of basic system concepts and applications. They may tend to be too concise for purposes of teaching, but they should be required reading for the many academic librarians who are not familiar with systems analysis as an ongoing management process in the library environment.

The volume falters somewhat during the next three chapters, evolution of computers, programming languages, and library automation. Although the discussions, in themselves, are useful, they tend to be general essays and are not tied into the systems analysis process. Implications of the computer in terms of its usefulness for systems analysis, management information systems, and statistics are not discussed. The traditional role of automated circulation, cataloging, and acquisition systems is described but not integrated into the concept of systems analysis for library management.

The text concludes with excellent observations on cost studies and the evaluation process. After the 102 pages of text, 25 pages of PERT, keeping a flowchart, work sampling, and other exercises are presented. An extensive bibliography and a somewhat limited index complete the volume. The exercises and bibliography themselves are worth the purchase price of the volume.

Because the volume is a concise summary, specific techniques cannot be explained adequately. Furthermore, the process of model building and the induction-deduction process are not addressed although they are critical components in the analysis and design of library systems. Nonetheless, the volume accomplishes its stated objective and provides a useful guide to library systems analysis. Readers will look forward to an expanded edition that provides details on specific techniques, research methods, and model building and integrates automated systems into the systems analysis process of the library as a whole.—*Charles R. McClure, University of Oklahoma, Norman.*

Kirk, Thomas G., Jr. *Library Research Guide to Biology: Illustrated Search Strategy and Sources*. Library Research

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Guides, No.2. Ann Arbor, Mich.: Pierian Press, 1978. 83p. \$8.50 cloth; \$4.50 paper (prepaid). LC 78-61710. ISBN 0-87650-098-X cloth; 0-87650-099-8 paper.

This self-instructional guide to the literature of the biological sciences discusses and illustrates "techniques for an effective library search," thus encompassing its twofold purpose of teaching library methodology while integrating it with the needs of a specific discipline. Search techniques discussed in the first four chapters would be useful for a library search in any discipline. They deal with general methods for beginning any term paper: choosing a topic, gaining more general information, and using the card catalog. The style manual for biology papers is mentioned early, thus helping biology students prepare proper note cards as they employ these techniques. It should be mentioned that, even though these four chapters are applicable to a wide range of disciplines, all illustrations are taken from the biological sciences.

The remaining five chapters focus in detail on encyclopedias, guides, and indexes

applicable only to the biological sciences. Sample pages and sample entries of these encyclopedias and indexes are included, with arrows pointing to and explaining abbreviations, symbols, etc. A concise summary concludes each of the nine short chapters, permitting one to gain a capsule view of key concepts within the chapter.

Three appendixes offer classified lists of major biological publications available in 1978. However, neither the periodicals nor the books are annotated. There are also appendixes providing information on the use of *Chemical Abstracts* and the *Zoological Record*.

This somewhat overpriced book fulfills its mission of aiding biology students with their first term papers without requiring the constant guidance of a librarian. The author, a science librarian himself, does not overlook, however, the value of consulting a library professional when difficulties arise. The book concludes with a short chapter on the use of libraries and interloan privileges. In short, Kirk, of Earlham College, a well-known writer and speaker on library in-

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struction, has produced an excellent library guide for the undergraduate biology student.—*Deanne Holzberlein, Ball State University, Muncie, Indiana.*

Rowley, J. E., and Turner, C. M. D. *The Dissemination of Information*. Boulder, Colo.: Westview Press, 1978. 356p. \$17.75. LC 78-6138. ISBN 0-89158-830-2.

This volume brings together much of the widely dispersed material relating to information handling by libraries and attempts to place it in a meaningful structure in order to provide, for the first time, a comprehensive textbook for courses in this developing area of librarianship. This attempt is, on the whole, successful. Other works have dealt with information handling problems but from a more specialized viewpoint. The authors have been especially successful in describing modern library research techniques and their application to this information transfer process.

The early development of information systems and services occurred, for the most part, in special libraries in response to the highly practical, specialized, and urgent demands made upon them by their parent organizations. These libraries normally collected, organized, and dispensed the scientific and technical information needed by manufacturing organizations or research and development operations. The needs of users were clearly defined by the nature of the organization.

The information services operating in this context reached a high level of efficiency through the development of extremely effective information-handling techniques. Most of the existing literature discusses this kind of operation. Rowley and Turner are concerned with the expansion of this kind of service to all types of libraries. Such an expansion raises new kinds of problems. The research techniques discussed are necessary for their solution.

The authors begin by describing the current state of knowledge about information behavior. They deal concisely and clearly with theories of information growth, with bibliometrics, with Bradford, Zipf, and Lotka's laws, and with citation analysis. They also deal with dissemination theories. Having laid this theoretical foundation, they

proceed to a discussion of the problems involved in creating appropriate information services. The general library, unlike the special library, must satisfy hundreds or even thousands of specialized needs. The authors deal with methods for discovering what these needs are. In their discussion of the analysis of user data they provide a marvelously brief and clear description of basic statistical techniques that should make these matters clear, even to the willfully uninformed. However, they also make clear that we have not yet developed a really satisfactory way of finding out who needs what.

The coverage of the various kinds of information services is thorough, clear, and up to date. The DIALOG, DIALTECH, and MEDLINE computerized bibliographic search services are discussed. Curiously, substantive data bases such as those provided by ICPSR are not mentioned.

Foreign languages, copyright, and microforms are discussed under the general heading of barriers to dissemination. The intractability of the language problem is noted by implication in discussing current methods of dealing with it. Copyright is discussed principally from the British viewpoint, but with a short note on the new United States law and the *Williams and Wilkins* case. Happily for the micrographics industry and for the librarians who have supported this medium, this section obviously was placed in the barriers category by accident.

There is a growing tendency in some library circles to define the sole function of all libraries as the dispensing of information. New fads of this kind seem to arise to take the place of decaying ones, and, as in this case, they usually arise from the overemphasis and glamorization of some new and useful development. The reaction to this overenthusiasm often discredits the development and restricts its usefulness. This volume might have performed an even greater service had it attempted to place information services in a reasonable relationship to total library operations and services. Unfortunately, these highly competent and qualified authors did not address this problem.

This book will be of practical value to any