



Review

***Bite-Sized Marketing:
Realistic Solutions for the Overworked Librarian***

Nancy Dowd, Mary Evangeliste, and Jonathan Silberman. Chicago: American Library Association, 2010. 140pp. ISBN: 978-0-8389-1000-9. \$48.00.

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The title *Bite-Sized Marketing: Realistic Solutions for the Overworked Librarian* suggests that the book will offer the busy librarian small ways to promote library services to patrons. However, most of the public relations ideas presented in this book would take considerable time to plan and implement. The reader may be surprised to discover projects that are more complex in scope, such as how to choose a professional designer, how to design a booth for a professional trade show, or projects that might require administrative buy-in, such as using paid newswire services for public relations messages and subscribing to fee-based clip art services. Many of the examples are from public relations professionals working in public libraries.

Authors Dowd, Evangeliste, and Silberman admit they have “created a book with tangible ideas that can be done in bite-sized chunks” and not a book of ten-minute marketing ideas. Ten chapters cover traditional marketing methods and touch upon Web 2.0 applications: “Word-of-Mouth Marketing,” “Bring Your Library to Life With a Story,” “How to Market Electronic Resources,” “Public Relations 101,” “Outreach,” “Advocacy,” “The New Marketing Tools,” “Design,” “Branding,” and “Marketing Best Practices.”

In Chapter 7, “The New Marketing Tools,” a considerable amount of thought has been dedicated to starting a blog to promote library services—not a new idea in 2010. Twitter, Flickr, YouTube and Facebook are briefly mentioned and rarely include real life examples of how librarians are using those technologies to promote libraries.

This book is intended for academic and public librarians. If your collection contains public relations titles published by ALA within the past five years, save your money. Many of the ideas in this book aren’t new, and the new ideas that are presented are not in-depth enough to justify the \$48.00 price tag. *Bite-Sized Marketing* would be improved by focusing on simple, time-saving, cost-effective technologies for the busy librarian who wants to promote the value of library materials and services in this digital world.

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