



## Review

### ***The Anywhere Library: A Primer for the Mobile Web***

*Courtney Greene, Missy Roser, and Elizabeth Ruane. Chicago: Association of College and Research Libraries, 2010. 77 pp. ISBN: 978-0-83898-542-7. \$30.00.*

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The increasing popularity of smart phones and their integration into library services is a hot topic for many academic libraries. *The Anywhere Library: A Primer for the Mobile Web* serves as a resource for the non-techie, academic librarian seeking direction on how to develop mobile web sites and services for those accessing these resources via small-screened mobile devices.

This book provides a brief overview for those just starting out on the journey to optimize for mobile technologies, including things to consider during a needs assessment, the basics of project management, and tips on site design. The authors cover the basics for mobile site style and coding. Although they don't go into great detail, they suggest a number of resources for getting more in-depth direction, open source CMS sources, and books and articles on mobile design.

Along the way, the authors share a number of practical examples of how academic libraries have integrated mobile-optimized services beyond creating a scaled down version of their web-site. Examples include offering the option of texting a call number from a catalog item record; developing downloadable apps for iPhones, Android phones, and Blackberries; or integrating other mobile-optimized resources and web sites into a library site.

Overall, *The Anywhere Library* is a great place for academic librarians to start seeking direction on where to begin when developing a mobile site. Although this book is geared specifically toward academic librarians, non-academic librarians can glean useful information from it, too.

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