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Book Reviews -- Monographic Musings

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From the Reference Desk
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ized area of concentration, it may get equal or more mileage in circulating collections. Regardless, this two volume set will be a worthy addition to a number of collections. It complements broader, more comprehensive works like **Macmillan's Encyclopedia of the American Constitution** (2000, 0028648803, \$655)

A fun title to browse, especially this time of year, is **McFarland's** 2nd edition of the **Cultural Encyclopedia of Baseball** (2005, 0786420871, \$75). For anyone that wonders (or remembers) what **Willie, Mickey** and the **Duke** mean to American culture in the fifties, this is the title for you. Besides biographical sketches of all the great players, the noteworthy owners and the famous sportscasters, this book also contains profiles of all the major league teams, as well as selected minor league, Negro league and 19th century amateur teams. In addition, there are articles on strategy, awards, pennant races, and the various player positions. And, showing the game's worldwide appeal, there are essays on baseball's impact in countries like Japan, Cuba, Korea and Mexico, as well as mention of the players from those countries that have played in the major leagues. The darker side of the game is not ignored and is explored in articles on Racism, Integration, Gambling and Fixed Games, Alcoholism and Drug Use and Abuse. The book is organized alphabetically with the "see" and "see also" references attempting to link related articles. For example, in looking for articles on baseball "curses" readers find themselves directed to "superstitions." However, all is not perfect. When looking for articles on Hispanic players, one has to stumble upon them listed under Latin Baseball and Latin Major League Players. There is no "see" reference from Hispanic to Latin in the index, or within the text of the book. Also there is no individual article on steroids and only two references to steroids in the index. However, neither reference is to the article on Drug Use and Abuse where there is thorough coverage of the BALCO scandal and steroid use in the major leagues. Obviously, more care needs to be given the cross referencing and indexing of this book in any future editions.

But having noted this, the content of this reference is truly impressive and overwhelms any negatives. Author **Jonathan Fraser Light** has written a book that is full of facts, pithy quotes and wonderful anecdotes that point to how much baseball is ingrained into our culture. He has created a work that will delight and inform fans of all ages. The **Cultural Encyclopedia of Baseball** is an obvious choice for most public libraries, as well as academic libraries (like ours) supporting courses on the social and cultural impacts of American sports. (By the way, it's also the perfect gift for that baseball fanatic in your life.) Libraries owning the first edition should put it in circulation and placing this updated version in the reference collection. This book is an excellent complement to statistical standards like

SportClassic Books' Total Baseball (2004, 189496327X, \$59.95)

Grey House has recently published another handy resource directory. The **Environmental Resource Handbook** (2005, 159237090X, \$155) is now in its 3rd edition. The editors claim they have "updated more than 70% of the listings and verified the currency of the rest." Over 6,700 resources are included along with 102 statistical tables. (Interestingly, this is a decrease from the 8000 resources included in the 1st edition.)

The book is divided into four sections. The first covers the resources themselves, the second offers a number of statistical tables, the third provides a glossary of terms and a list of relevant abbreviations, and the fourth is a section of indexes by entry, geographical location and subject.

The resource section is the largest and contains entries on associations, award and honors, conferences, consultants, and financial resources, as well as government agencies, publications, research centers, educational programs, Websites and relevant databases, and catalogs of environmentally friendly products. The entries for each listed resource

give the address, phone and fax numbers, email and Website addresses along with a brief description.

Unfortunately, problems noted in prior editions still persist. The statistical tables are not indexed, nor is there a table of contents allowing for easier access. They are however, arranged alphabetically by topic from air quality to Hazardous Waste to the UV index. With this number of entries, the subject indexing could be also more precise. For example, there are well over 350 entries listed under one subject; Environmental Engineering.

This being said, there is a wealth of data available in this directory that those interested in environmental issues will find valuable. Libraries that need information like this, particularly in short bursts, i.e., specific names of associations or agencies, individual snail and email addresses, phone numbers and Webpage URLs, should consider purchase. However, those owning the 2003 edition may want to rely on the Web for updating and pass this edition up. Others needing a resource to develop mailing, and other type lists, might opt for the online version. Information on the online product can be found at http://www.greyhouse.com/pdf_dc/erh_dc.pdf.

Book Reviews — Monographic Musings

Column Editor: **Debbie Vaughn** (Reference Librarian,
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Column Editor's Note: *The Charleston Conference* brings together the different spheres of libraries, publishers, and vendors; for the past 25 years, the business and educational/public service ends of the library spectrum have united to discuss pressing issues from their points of view. Similarly, **Jeannette Woodward's Creating the Customer-Driven Library** also brings together the almost-separate worlds of libraries and bookstores, the former with a mission to educate and serve and the latter with a mission to sell. Her book couldn't come in a more timely fashion. During the mid- to late-1990s, several pieces in the library body of literature focused on the similarities and differences between these two venues. In the past five years or so, though, it seems that the at-

tention has turned to exploring libraries, **Amazon.com**, and **Google**. It remains, though, that people do not visit bookstores simply to buy books; comfortable reading chairs and cafes are commonplace in both chain and independent venues. Likewise, library patrons often demand customer-is-always-right treatment, and more and more libraries — without exception, the **College of Charleston Addlestone Library** — are being outfitted with the same comfortable reading chairs and cafes. The debate over whether or not libraries should imitate bookstores has not been resolved. **Woodward's** work reminds us that we need to continue to evaluate bookstores' successes and determine the appropriate cues to take from them. Happy reading, everyone! — **DV**

Woodward, Jeannette. Creating the Customer-Driven Library: Building on the Bookstore Model. Chicago: American Library Association, 2004.
0838908888. 256 pages. \$38.00.

Reviewed by **Debbie Vaughn** (Reference Librarian, College of Charleston)
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When I was in library school at the **University of South Carolina**, my favorite professor, **Dr. Charles Curran**, assigned a handful of

readings on the topic of libraries and "mega" bookstores. At the time, I was an employee of

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a national bookstore chain, and I welcomed the possibility of libraries and bookstores learning from one another about everything from customer service to special programming. After all, I gathered a wealth of information in my graduate classes that served me well behind the bookstore cash register, and I learned invaluable skills in the retail world that prepared me for the reference desk. As I have progressed in my library career, though, I find myself riding the fence concerning the practicality of libraries' emulation of bookstores. I tend to agree with *American Libraries* editor **Leonard Kniffel** that, for better or worse, "libraries aren't bookstores, and patrons aren't customers."¹ However, I continue to believe that there is much to be learned from bookstores, especially in the area of ambience.

Library-vs.-bookstore ambience is just one of the many topics that **Jeannette Woodward** examines in her book *Creating the Customer-Driven Library: Building on the Bookstore Model*. This should be required reading for those who work in public or academic libraries. **Woodward** has worked in both, and her knowledge of each sector adds immense value to her writing. While the book promotes libraries' adoption of certain bookstore characteristics, **Woodward** by no means advocates libraries' complete embrace of bookstore behavior in its entirety. After all, there are fundamental differences in the primary purpose of each en-

tity, to which she devotes an entire chapter. **Woodward** lives up to her claim: she "consider[s] ways in which the bookstore model can be adapted to the library's needs without abandoning any of the ideals that brought us to the library profession" (20).

Creating the Customer-Driven Library is divided into 16 chapters and includes a separate introduction and conclusion. Citations to works cited are listed at the end of each chapter, and there is a rather extensive, ten-page index. Topics are regarded from the vantage point of both libraries and bookstores, and coverage includes customers/patrons, technology, goals and priorities, atmosphere, signage, and marketing and publicity. **Woodward's** writing style is practical and straight-forward, and the book is quite enjoyable. Photographs of bookstores—supposedly tasteful and cozy—and scattered throughout, though photos of libraries that have successfully built upon the bookstore model are missing.

I must admit that I find a few of **Woodward's** points to be disjointed. For example, she dedicates a good deal of page real estate, complete with screen shots, to the illustration of **Amazon.com's** book database; her idea is that library OPACs should follow suit. **Woodward** argues that being able to preview actual book pages and "customers who bought this book also bought..." lists would benefit library patrons. **Amazon.com**, though, does not offer brick-and-mortar retail outlets. Customers cannot browse through books on an

Amazon.com shelf as they can at a library; they cannot hold materials in their hands and leaf through pages. **Amazon.com** has no choice but to offer the ability to browse book content online, because it is the only way it can offer customers the ability to preview its wares. The benefit of a library or even a **Barnes and Nobel** store is that people are not limited to virtual interaction—they can visit a real place and can interact with books, periodicals, and even humans. Saying that library catalogs should be more like **Amazon.com's** database leaves out the physicality and human touch that libraries (and "real" bookstores) provide.

With that said, though, even disagreeing with some of **Woodward's** thoughts helped me tremendously by resuscitating a topic that I thoroughly enjoyed studying in library school. Our profession is amazing; there are multitudes of ever-evolving facets to which we can turn our attention. Because of this, it can be easy to ignore seemingly-secondary details, such as signage and comfy seating, when there are so many issues that require our consideration. It has been a few years since the professional literature actively discussed the cues that libraries can take from bookstores. I hope that *Creating the Customer-Driven Library* revives the discussion. 🐼

Endnotes

1. Leonard Kniffel, "Libraries Aren't Bookstores, and Patrons Aren't Customers," *American Libraries*, August 1997, 38.

ATG Special Report — In Indian Territory

by **Gene Waddell** (College Archivist, College of Charleston) <waddelle@cofc.edu>

To determine what was characteristic of any culture that is no longer intact, there is no substitute for examining every type of evidence, but one type is especially valuable and has been neglected: Conclusions about cultures that are themselves primary sources of information are among the most valuable statements ever made about the ways of life of independent groups including Native Americans.

Indian territory belonged to Indians, and as long as they were independent, they lived as they thought best. This article is about primary sources of information recorded by travelers who visited Indian territory rather than about the secondary accounts of anthropologists who visited reservations.

Early travelers who took the trouble to record their observations were usually intelligent and conscientious, but the traveler who visited a group of Indians only once did not know how typical the incidents were that he recorded. When evaluating travel accounts, it is important to distinguish between casual observations and well-informed conclusions. Casual travelers were often more likely to notice anything unusual and their observations were often recorded immediately, but they are more likely to exaggerate and to misinterpret. Conclusions by the best informed travelers are more reliable than eye-witness accounts by travelers who did not know Indian languages, but they need to be supplemented by every available primary source.

The following accounts are by explorers who made the earliest contacts with Indians and by later travelers who lived among Indians long enough to be able to summarize their customs accurately. The later traveler often knew more, but arrived after significant cultural traits had disappeared. Even so, the best summaries in later accounts are often more incisive and accurate than poorly documented explorations. Any primary source is of greater value than anthropological writings that are distorted by theory.

All of the following accounts of Indians are worth reading fully, but since some sections were written separately, they can be used separately either as an introduction to a way of life or for comparison with another group. The dates given are the years represented by the travels rather than dates of publication. The accounts discussed relate primarily to the Southeast and the Northwest, but what is significant about them has wider application.

Garcilaso de la Vega's history of the DeSoto Expedition, 1539-1543

Garcilaso's history is one of the four principal accounts of the expedition of **Hernando de Soto**, and it is by far the most comprehensive history of the expedition. It was based on at least

three eye-witness accounts by members of the expedition, and it was vividly and intelligently written by an author who was half-Indian and half-Spanish and who tried to be fair to both sides.

De Soto traveled from the west coast of Florida to South Carolina, crossed the Appalachian Mountains, and got as far as the Mississippi River before being killed. Members of his expedition tried to reach Mexico by land, and failing to do so, they returned to the Mississippi and constructed ships that enabled them to sail to Mexico. Only a small portion of the approximately 700 Spaniards who went on the expedition survived, and four of them left narratives that largely substantiate what **Garcilaso's** informants told him. The value of his

history is independently confirmed by other types of information including enlistment lists and a list of the survivors of the expedition.

The great value of all of the accounts of this expedition and particularly of **Garcilaso's** is that they record the first contact of Europeans with tribes throughout the Southeast. No comparable accounts exist for most tribes of the interior of the region until more than a half-century later, and in the meanwhile, disease caused such loss of population that many tribes had to combine

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