

Against the Grain

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Wryly Noted-Books About Books

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Wryly Noted — Books About Books

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<https://www.facebook.com/Gabriel-Books-121098841238921/>

The Revenge of Analog: Real Things and Why They Matter by **David Sax**. (ISBN: 978-1-61039-821-3, Public Affairs 2017, \$16.99 pb.)

The Woman Reader by **Belinda Jack**. (ISBN: 978-0-300-12045-5, Yale University Press 2012, \$30.00 hb.)

Nam June Paik: Global Visionary by **John G. Hanhardt** and **Ken Hakuta**. (ISBN: 978-1-907804-20-5, Smithsonian American Art Museum 2012, \$55.00 hb.)

Comic Book History of Comics: Birth of a Medium by **Fred Van Lente**. (ISBN: 978-1-63140-925-7, IDW Publishing 2017, \$19.95 pb.)

My column for this issue is an omnium gathrum of books that reflect a summer's worth of reading and traveling. I always like to buy books whenever I visit a museum or new bookstore. I feel like supporting the effort of the booksellers and I always find something unique while I'm at it. This summer I visited the new Harvard art museum which brings together three older art museums under one roof in a new building designed by **Renzo Piano**. The **Fogg**, **Sackler**, and **Busch-Reisinger Art Museums** have all been brought together in a collection that rivals any other art museum in New England, including the **Museum of Fine Arts** in Boston. I came

specially to see their multimedia exhibit dedicated to Nam June Paik and found an excellent book on his career there.

Later in the summer I visited the **Clark Art Museum** in Williamstown, Massachusetts. This is another World Class museum that houses some of the finest Impressionist paintings in the world. The Singer sewing machine family amassed a grand collection at a time

when, oddly enough, Impressionism was out of favor in France. The Family also funded the building of the **Museum of Modern Art** in New York. I had come to the museum to view a special collection of women Impressionist painters. While there I found *The Woman Reader* a unique



book which is focused on books that women have read over the ages.

While on vacation in Maine I visited a new bookshop in Portland that is owned by the daughter of New England author **Richard Russo**. The shop is called simply "Print: a Bookstore." It is a perfect example of *The Revenge of the Analog* with its expansive sections on writing, editing, and books about books.

Luckily *Comic Book History of Comics* came across the desk at my bookshop **Gabriel Books** and I avidly took it home to read, as I had never been a huge comic book reader other than during the Underground Comic era in the 60s and I wanted to know about the history of such a popular medium.

In research for his book, *The Revenge of Analog: Real Things and Why They Matter*, **Mr. Sax** says he found that it was less a case of older generations reaching back to familiar formats from their youth than teenagers and 20-somethings discovering turntables and LPs, paperback novels and film cameras. "The younger someone was, the more digitally exposed their generation was," he writes near the end of this book, "the less I found them enamored by digital technology, and the more they were wary of its effects." These kids were falling in love with analog.

The author explores the so called "analog technologies" such as vinyl records, print

continued on page 47

Book Reviews from page 44

Hibner, Holly and **Mary Kelly**. *Taking Your Library Career to the Next Level: Participating, Publishing, and Presenting*. Cambridge, MA: Chandos Publishing, an imprint of Elsevier, 2017. eBook ISBN: 9780081022719 Paperback ISBN: 9780081022702. 120 pages. \$78.95

Reviewed by: **Sally Ziph** (Librarian, Kresge Library Services, Ross School of Business, University of Michigan)
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We all know professional development is important, but how do you get started, especially if you're new to librarianship? Public librarians **Holly Hibner** and **Mary Kelley** (both from the Plymouth District Library in Michigan) have written a wonderful guide to lead the way. **Hibner** and **Kelley** are the creators of the website *Awful Library Books* (<http://awfullibrarybooks.net/>) and are the authors of the *Public Library Association Weeding Manual, 2016* and *Making a Collection Count: a Holistic Approach to Library Collection Management* (Chandos, 2013).

Taking Your Library Career to the Next Level: Participating, Publishing, and Presenting has answers that you will need to take that next step. This is an indispensable little book for any librarian who wants

to ramp up their professional development efforts with an eye toward gaining tenure or credentials. It's packed with useful strategies for creating a "personal brand" as well as gaining name recognition through social media, publishing and presenting. It would be especially useful for early career librarians.

According to **Hibner** and **Kelley**, "Brands are short-handed labels for you as a person and a professional." They suggest creating a personal brand by focusing on a topic of interest in your job or in the larger profession. Your personal website is the "home base for your brand efforts," and the book contains helpful tips for creating content and leveraging social media, with tips for Twitter, Facebook, LinkedIn, etc. Examples of a brand include the authors' website, *Awful Library Books* (<http://awfullibrarybooks.net/>).

The book also contains useful advice on publishing and presenting. The chapter on "Publishing" includes advice on partnering with other librarians, open access, self-publishing, the peer review process, copyright and more.

The chapter on "Presenting" is particularly useful to the new professional, covering common concerns such as stage fright, advice on writing conference proposals and practical tips for creating dynamic presentations. Finally, the book is an easy read at 120 pages and a goldmine of information on "how to do" professional development in an enjoyable, down-to-earth and career-enriching way.

ATG Reviewer Rating: I need this on my desk. (This book is so valuable, that I want my own copy at my desk that I will share with no one.) 🍄

