

Reference and Information Services: An Introduction, Third Edition

By Kay Ann Cassell, Uma Hiremath



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Designed to complement every introductory library reference course, this is the perfect text for students and librarians looking to expand their personal reference knowledge, teaching failsafe methods for identifying important materials by matching specific types of questions to the best available sources, regardless of format. Guided by a national advisory board of educators and practitioners including Eileen Abels, Anita Ondrusek, Marie L. Radford, and Steven Tash, this text expertly keeps up with new technologies and practices while remaining grounded in the basics of reference work. Chapters on fundamental concepts, major reference sources, and special topics in reference provide a solid foundation, plus fresh insight on new issues, including

- New chapters on ethics, readers advisory, and reference services for children and young adults
- Website development and maintenance
- RSS feeds
- Social networking
- Delivering reference services across multiple platforms

As librarians experience a changing climate for all information services professionals, Cassell and Hiremath provide the tools needed to manage the ebb and flow of changing reference services in the 21st century.



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Review

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About the Author

Kay Ann Cassell received her BA from Carnegie Mellon University, her MLS from Rutgers University, and her PhD from the International University for Graduate Studies. She has worked in academic libraries and public libraries as a reference librarian and as a library director. Ms. Cassell is a past president of Reference and User Services Association of ALA and is active on ALA and RUSA committees. She is the editor of the journal *Collection Building* and is the author of numerous articles and books on collection development and reference service. She was formerly the Associate Director of Collections and Services for the Branch Libraries of the New York Public Library where she was in charge of collection development and age-level services for the Branch Libraries. She is now a Lecturer and Director of the MLIS Program in the School of Communication, Information and Library Studies at Rutgers, the State University of New Jersey. Uma Hiremath is Executive Director at the Ames Free Library, Massachusetts. She was Assistant Director at the Thayer Public Library, Massachusetts; Head of Reference at the West Orange Public Library, New Jersey; and Supervising Librarian at the New York Public Library where she worked for five years. She received her MLS from Pratt Institute, New York, and her PhD in political science at the University of Pittsburgh.

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