



Reference and Information Services: An introduction

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Description

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, this thoroughly updated 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 provide a solid foundation; the text also offers fresh insight on core issues, including: ethics, readers' advisory, information literacy, and other key aspects of reference librarianship; selecting and evaluating reference materials, with strategies for keeping up to date; assessing and improving reference services; guidance on conducting reference interviews with a range of different library users, including children and young adults; a new discussion of reference as programming; important special reference topics such as Google search, 24/7 reference, and virtual reference; and delivering reference services across multiple platforms. As librarians experience a changing climate for all information services professionals, in this book Cassell and Hiremath provide the tools needed to manage the ebb and flow of changing reference services in today's libraries.

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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.

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