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Book Reviews

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PEDLEY, P. *Digital Copyright* 2nd edition. Facet Publishing, 2007. ISBN 978-1-85604-608-4 (pbk) £34.95. 154 pp.

Since the publication of Paul Pedley's first e-book of the same title in 2005, one may wrongly assume that there have been no fundamental changes in this area (certainly not in comparison to the dramatic nature of European Directive 2001/29/EC, which was implemented in the UK at the end of 2003). However, the contents of the new 2007 edition prove that this is certainly not the case. Instead, the topic of digital copyright remains a highly relevant and evolutionary area of law. This is further highlighted by reference in the book to the publication of Gower's Review of Intellectual Property in December 2006 and the All Party Internet Group's findings in their Digital Rights Management public inquiry from June 2006.

Whilst the majority of us are familiar with copyright relating to hard copy materials, we are less well informed about how the law applies to digital information due to it being a newer and still evolving area of law. This book is an excellent practical guide to how the law applies to digital material and how it should be treated significantly differently from hard copy sources. It begins with a history of copyright dating back to the Berne Convention and stretching to the Gower Review of Intellectual Property and various new statutory instruments. Pedley focuses specifically on the main European legislation and the *Copyright Designs and Patents Act 1988*, but he also makes useful reference to less well-known statutory

material and uses a number of largely unreported cases to illustrate important points (e.g. *British Horseracing Board v William Hill* on the infringement of database rights; *Shetland Times Ltd v Dr Jonathan Wills and Zetnews* on the use of hypertext links; and *Lowry's Reports v Legg Mason*, which highlighted the perils of providing digital information to employees when an organisation had not sought prior permission). These areas tend to be aimed more at the informational professional than the lawyer, thus providing immensely applicable material.

The text is both comprehensive and accessible, which is no mean feat considering the complexity of the area. In my view it undoubtedly covers all relevant fields. It addresses key questions such as why digital information (websites, e-books, music downloads, screenshots, images and databases) should be treated differently to hard copy and how information professionals should approach such areas when attempting to stay within the law. There is a specific chapter on educational establishments and also excellent new chapters on the copyright issues surrounding digital rights management systems and orphan works. Exceptions to copyright law are included in full, whilst the roles of the Copyright Licensing Agency and the Newspaper Licensing Agency and the licences they provide are fully explored. It also provides a guide to contract and copyright law, which is extremely helpful to those people who sign terms and conditions with electronic information suppliers.

The book does not provide a definitive guide to decisions that an information professional may or may have to make, although it does provide enough

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information to enable us to make informed decisions ourselves with use of best practice, checklists and case studies. The final chapter on 'useful resources' provides just that, with information on governing bodies, relevant copyright organisations, legislation and how to keep up-to-date. With its format of general introduction to the subject areas, followed by more in-depth analysis of the same, the book is of great use to both beginners and those who possess a greater knowledge.

Although the book contains a disclaimer that warns that the author 'is not a lawyer and is not able to give legal advice', I believe that this adds to the commonsensical nature of the book. It is therefore a must for all information professionals working with digital information. The fact is that this is still somewhat of a grey area, although Pedley certainly does an excellent job of outlining the regulation and risks applicable. It may also be worth noting that Pedley is expected to publish a further book on copyright later in 2008, entitled 'Copyright Compliance: Policies and Risk Management', which just goes to further underline his in-depth knowledge of this complex area.

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ICHIJO, K., NONAKA, I. (editors) *Knowledge Creation and Management: New Challenges for Managers*. New York: Oxford University Press Inc., 2007. ISBN 0195159624 (hbk): £26.99. 323p.

This book is intended to be a practical guide to illustrate how the latest knowledge management (KM) research can be applied by organisations. Among the proliferating shelves of KM textbooks, practical guides are still relatively rare and are therefore looked for with some anticipation by readers.

Unfortunately, the book gets off to a disappointing start. The web page mentioned in the preface as offering updated research and how to use it in practice does not actually exist. The suggested home page given for Hitotsubashi University, where the authors work and which is included in the error message, does have current information about KM (e.g. items from one month ago and events due to take place next month), making it difficult to understand why the specific link to accompany the book does not work.

The book's first chapter explains some of the theories behind KM, which is probably necessary scene-setting, but some readers attracted to the claim that it is a practical book may find this a little off-putting. Subsequent chapters, though, do offer some practical ideas for overcoming common problems - for example, a lack of context may deter users of internal databases, but it is suggested that this can be overcome by adapting

Amazon-type search facilities and links to similar items of interest on intranets, with facilities to narrow searches by document type or previous user ratings. However, sometimes problems are identified without offering a solution. For example, the problem of expecting knowledge workers to contribute to knowledge repositories as well as carrying out their work, and to make time to consult knowledge repositories before making decisions, is identified as unrealistic, but no suggested incentives or means of freeing employee time to contribute to or use these repositories are provided.

The chapter by Prusak and Weiss does cover some of the incentives which have not worked and does suggest alternatives. This chapter is one of the best: it has a more practical outlook and contains useful ideas about the culture of businesses which successfully implement KM. A practical book, which this book claims to be, would generally be expected to make more suggestions or use case studies to illustrate how other organisations have overcome the aforementioned difficulties. The chapter on corporate finance has four pages of very detailed figures of ratios, and some complex equations, without enough explanation in the accompanying text to prevent general readers from being deterred from studying the chapter's concepts.

Considering the number of authors contributing chapters, the book is very readable, without jarring changes in style, and some of the brief case studies reappear throughout the text to encourage the sense of continuity. The chapter on governance information in knowledge-based companies is particularly good and shows insight into the challenges facing information intensive businesses, such as law firms. The glossary is excellent, with a paragraph devoted to each term, explaining it in detail and ending with references to which chapters use the term.

The inside of the dust jacket claims that the book's "... emphasis is on the practical applications of knowledge to a wide variety of organizations and functional areas ... (and) offers updated examples of knowledge creation and management in practice ...". However, by the end of the book the sense of disappointment has been compounded, as it is not as practical a guide as the cover leads the reader to expect. It does use short pithy case studies throughout the text and offers some good ideas that many organisations could readily adopt, but practical guides generally have checklists, flowcharts and detailed case studies, which this book sadly lacks. In terms of navigating around chapters, greater use could have been made of headings between sections to locate quickly relevant sections within each chapter. Overall, it is a worthwhile read on current theories with some interesting ideas, provided the reader does not expect a practical guide or manual.

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