

someone in this post, to avoid the interview turning into a cosy chat.

## Conclusion

Promotion can be daunting, a new role, new responsibilities, and new expectations, but it can also be an exciting

and rewarding challenge. Marketing yourself effectively, within your organisation and across the profession generally, means you will be more prepared to excel in the new role without letting the challenges overwhelm you.  
www.suehill.com

## Footnote

<sup>1</sup><http://www.linkedin.com/>

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# Current Awareness

Compiled by Katherine Read and Laura Griffiths at the Institute of Advanced Legal Studies

This *Current Awareness* column and previous *Current Awareness* columns, are fully searchable in the *caLIM* database (Current Awareness for Legal Information Managers). The *caLIM* database is available on the Institute of Advanced Legal Studies website at: <http://ials.sas.ac.uk/library/caware/caware.htm>.

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# Review Article

LI, Li *Emerging technologies for academic libraries in the digital age*. Oxford: Chandos Publishing, 2009. 284pp.

The book is divided into ten chapters arranged in four parts:

- Overview: emerging and cutting-edge technologies and academic libraries (Two chapters);
- Emerging technologies for academic libraries in the digital age (Two chapters);
- Impacts of emerging technologies (Four chapters); and
- Outlook for the future (Two chapters).

The two appendices consist of:

- Appendix 1 Websites for information resources (mostly); and
- Appendix 2 List of the names, websites and size of printed book holdings of the libraries in what are listed as the most famous 100 universities in the world.

In addition to the 30 page glossary of technical terms and acronyms, there is a seven page index. Although this book has several weaknesses it does have its strengths and in a positive spirit I shall deal with the latter first. They are found primarily in Chapters 8 and 10.

For the bulk of LIM readers, Chapter 8 *Impacts on academic librarians* might seem the most relevant. It starts with the only citation I could find apropos law librarians, with a quote from the late Roy Mersky of the Tarlton Law Library at Austin made in 2004<sup>1</sup>

*“Technology has already radically changed the way librarians define themselves”, and that at the University of Texas Graduate School of Library and Information Sciences, “many of its students pursue a master’s of information science degree in hopes of becoming ‘information specialists’ rather than librarians” (p.172).*

This correlates with the sentiments I cite from Chapter 5 (discussed below). Despite the power of the internet search engines, Li still sees a vital role for what I shall call “academic librarians”, instead of “information specialists” (p. 173). He bases this fact on a further quote from Mersky & Hankins (2004), which points out the simple fact that

*“Google, for example, accesses fewer than 6 billion of the 600 billion pages of information available. To limit a search to Google means to settle for less than 1 percent of the total information available electronically”.*

*Ipsa facto*, users need knowledgeable librarians to guide them, allowing the latter to play the role of “information consultants.” As academic librarians we should draw comfort from this fundamental observation on our indispensability at least for the medium term, although the author does not say what our fate might be when Google *et al* do become more efficient and scour 95% of the resources out there.

Chapter 10 is entitled *Leveraging academic library information services in the digital age*, where I assume that “leveraging” means something along the lines of