This issue of *Library Trends* is a response to the challenge that librarians face when "great strides in technological development are matched by equally unsettling movement in the social fabric." The articles address differing facets of marketing and the application of marketing techniques to librarianship.

Weingand provides an excellent overview of marketing and defines evaluation concepts clearly and in a practical manner. Cram's treatment of the marketing audit stresses the competition among academic units (library, media center, and computer services) and the benefits of using marketing techniques to strengthen the library, but fails to address such issues as student retention and how a library using good marketing skills can help its institution to draw more students.

Significant benefits that can emerge as a result of using marketing techniques are the identification of nonusers of library services, a shift to a more holistic client-centered organization, and the contribution of the library to the strengthening of its institution. As the authors note, marketing can assist strategic planning by focusing on clients and the context of what libraries do—their programs and services. Clearly, marketing complements such planning.

By being mindful of the "cognitive universe," as Hamon suggests, the library speaks the language of the consumer or patron and addresses that person's information needs as well as the needs of donors and tuition-paying parents. The concept of the marketing audit forces librarians to gain a fresh perspective on their products, programs, and services. Other contributions to the work illustrate how marketing can be used to determine the effectiveness of various formats, technologies, and methods for delivery of services. Dimick's article, however, with its poor choice of metaphors and jokes, is not up to the standard of the other articles. In summary, the issue shows that marketing can be a tool for both planning and evaluation.—**Nancy A. Persons, Dickinson College, P.O. Box 1773, Carlisle, PA 17013.**

Measurement in Information Science, by Bert R. Boyce, Charles T. Meadow, & Donald H. Kraft. San Diego, CA: Academic Press, 1994. 283p. $59.95. ISBN 0-12-121450-8.

The authors of this textbook all have many years of experience in information science—as practitioners, researchers, and faculty members in schools of library and information science, computer science, and probably other university departments as well. Each has enjoyed a long and productive career as an information scientist and has been intimately involved with various measurement problems in the field. Among them they have authored several previous books. In short, there are probably no better choices of scholars to have written the introduction to measurement in information science.

The five units of this book are: a general "Introduction to Measurement" (four chapters, 44 pages); "Mathematical and Statistical Concepts," including an introduction to probability theory, measures of central tendency and variability, correlation and regression, hypothesis testing, as well as clustering, similarity, and set membership measures (three chapters, 50 pages); "Measures of Information Phenomena," focusing on informetrics and bibliometrics (two chapters, 29 pages); "Measures of Databases and Information Retrieval," including an introduction, measurement of databases, the retrieval process, retrieval outcome, and users (five chapters, 89 pages); and "Information System Measures," treating software metrics and measures of information services (two chapters, 28 pages). There is also a 17-page "Measurement Index," a list of books and articles for "Recommended Reading," and a carefully-prepared index to the volume.

This is a difficult book to review. It is extremely well written, seems to be relatively error-free, and includes a great deal of useful information. Thus, the text has much to recommend. But, in the end, my endorsement is only lukewarm because it is not clear to me (nor I think to its authors) for whom the book is intended. To this reviewer, the result is a book that tries to do too much and ends up doing too little.

To treat so many topics in so little space, the depth of treatment obviously must suffer, and it does, for almost every topic. For example, in "Measures of Bibliographic Phenomena," two pages are devoted to citation indexing, two pages to growth of literatures, one to obsolescence, one to Bradford's law, and three to information theory. This is barely enough to whet one's appetite. In "Models of Information Retrieval Systems," one page each is devoted to the vector space model, the probabilistic model, and the fuzzy set model. In "Statistical Tests and Correlation," chi-square is dealt with in two pages, regression and correlation in one page each. Typically in these short sections, formulas may be provided and terms are properly defined, but there are no examples and the information is presented, giving little or no context of how or why the measures might be used. Nor is there much discussion of the related research literature. However, each chapter concludes with a list of works cited, which will get the reader started on the wider literature.

Some readers may disagree, but to this reviewer, it would usually make more sense to read about these ideas in the context of the subject being studies rather in a separate book devoted to "measurement." So, for example, models of information retrieval (IR) systems would be studied in the context of a theoretical course on information retrieval, perhaps using Gerard Salton's *Introduction to Modern Information Retrieval* (McGraw-Hill, 1982); statistical concepts would be studied in the context of a course in research methods or statistical methods, and would use a textbook in one of these fields, and so forth.

On the other hand, if one offered a course in "measurement in information science," this book would be excellent as a text. It would also serve as a useful reference tool or handbook treating, in an introductory manner, measures employed in information science. Not withstanding the caveats I have stated, this book should probably be purchased by any academic library having an interest in information science. There is nothing heretofore published that is like it.—**Stephen P. Harter, Professor, School of Library and Information Science, Indiana University, Bloomington, IN 47405.**

The Mosaic Handbook for Microsoft Windows, by Dale Dougherty & Richard Koman. Sebastopol, CA: O'Reilly & Associates, 1994. 204p. $29.95. ISBN 1-56592-094-2.

Since this work includes the Enhanced Mosaic browser from Spyglass, Inc., on two disks, it may be more appropriate to consider this as a software package with extremely good documentation than a traditional handbook. For most collections, the narrow focus of this volume on a single company's web browser will make it an inappropriate purchase.

When documenting Enhanced Mosaic, Dougherty and Koman do not waste words on fluff. They need only 10 pages for a clear and concise description of the program's various buttons and menus, which includes generous illustrations. When the topic is more complex, they take their time; they provide, for