Libraries and Google (Internet Reference Services Quarterly)

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Discover the benefits—and drawbacks—of Google®

Google® has become a nearly omnipresent tool of the Internet, with its potential only now beginning to be realized. How can librarians effectively integrate this powerful search engine to provide service to their patrons? Libraries and Google® presents leading authorities discussing the many possibilities of using Google® products as effective, user-friendly tools in libraries. Google Scholar and Print are extensively explored with an eye toward offering an expanded view of what is and may be possible for the future, with practical insights on how to make the most of the product's capabilities.

It seems certain that Google® is here to stay. Libraries and Google® comprehensively examines this "disruptive technology" that is seen as both a threat and an opportunity by both librarians and publishers. Both perspectives are explored in depth, along with practical applications of this and other Google® technology that may be new to librarians. Google® products and other more familiar research tools are compared for effectiveness and ease of use. The various unique needs of users and scholars are detailed and considered as a springboard for insightful discussion of the future role of librarians in today's world. Potential problems are closely examined, such as copyright issues of digitization, and privacy concerns sparked by its collection of personal information about its users. The book comprehensively explores the path libraries need to travel to benefit from the search tool, rather than being overwhelmed and destroyed by it.

Topics in Libraries and Google® include:

- the viewpoint that Google® may make libraries obsolete
- new opportunities for libraries through using Google® products
- technical aspects of purchasing and implementing Google® search products with proprietary vendor databases
- testing the performance of Google Scholar and Print
- practical use of Google®'s products
- personal privacy issues
- making digitized library resources more accessible
- digitization of copyrighted materials
- *much, much more!*

Libraries and Google® is horizon-expanding reading for all librarians, library science educators and students, library administrators, publishers, and university presses.

Volume 2 of Libraries and Google® is in preparation.

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