associated with women's and children's books and compared to a pretty woman's clothes. Nowadays, retro book jackets are all the rage.

Book prizes are largely a creature of the twentieth century. They were intended to reward serious authors and encourage reading in general, but did they actually help to sell books? In his essay "The Use and Effect of Literary Prizes in the Late Twentieth Century," Peter Strauss finds that, with the sole exception of the Goncourt Prize in France, they rarely did. The author's reputation and word of mouth were more important routes to popularity. Strauss offers a detailed look at sales of Booker Prize winners and especially Salmon Rushdie, whose novel *Midnight's Children,* was the first to buck the trend. Nowadays the effect of the Booker on sales is "seismic."

The eighth and final essay in the collection, "Advertising Books Online: Yesterday, Today and Tomorrow," is a little different from the rest. It is not a work of historical scholarship, but an account of the online used book business written by Udo Göllmann, Manager of Sales and Accounts at AbeBooks, Europe. Göllmann believes that the great strength of the Internet is that it offers "the largest possible selection of books" to the reader. Competition and collaboration among online mediators and vendors is in constant flux. Göllmann provides a formula for business success that has allowed AbeBooks to survive, which includes an active marketing plan.

One of the virtues of this collection is that the authors do not press general ideas and interpretations; instead, they limit themselves to what the evidence supports. This allows the reader to participate in the act of historical interpretation based on primary sources, but with the guidance of an expert. There may be lessons to be drawn from the history of book advertising, but the main purpose and pleasure of this book is to understand a little better what life was like in times different from our own. The one thing that remained constant was the fact that books need to be connected to readers.—*Jean M. Alexander, Carnegie Mellon University.*

Mistakes in Academic Library Management: Grievous Errors and How to Avoid Them. Ed. Jack E. Fritts, Jr. Lanham, Md.: Scarecrow Press, 2009. 132p. alk. paper, $50 (ISBN 9780810867444). LC2009-016939.

This concise collection of essays, each written by an experienced library administrator, presents ten management mistakes commonly made by supervisors working in academic libraries. The contributors describe errors made in communication, project management, staffing, knowledge management, program planning, change management, and developing power and influence in the campus arena. Solutions are presented to help managers avoid these pitfalls. In his introduction to this volume, editor Jack Fritts states that the purpose of this book is "… to offer ideas and suggestions to help others avoid the snares some of us have already fallen into." He stresses that good communication skills are vital to the success of an effective administrator, a theme that links the essays together.

Each chapter begins with a scenario that illustrates a managerial miscalculation. This stratagem sets the stage for the theory and advice that is presented in the body of the essay. Since this book is designed to be a practical guide, the authors concentrate on the presentation of solutions that might serve to resolve the scenario effectively. Each solution is contrasted to the inappropriate strategies used within the case study. In some essays, the suggestions are backed by a brief explanation of related management theory. References are provided so that readers can refer to more theoretical works on the topic.

Unfortunately, the essays are inconsistent in quality. "Keeping Your Library on the Right (Correct) Side of Campus Politics" and "Developing Power and Influence as a Library Manager" would

have benefitted from the addition of concrete examples and more theoretical material. Those chapters provide so little information that they would be of minimal use to a new administrator or to a staff member seeking to understand the political environment of a college campus. Several thought-provoking chapters balance these deficiencies, however. Frank Cervone provides an excellent description of effective project management, and Luanne DeGreve's discussion of the management of explicit and tacit institutional knowledge is informative. Additionally, Kathleen Walsh's enthusiastic essay makes a clear distinction between management and leadership, while emphasizing the need for leadership in today's rapidly changing digital environment. Harvey Gover's essay on "Knowing the Library User" is succinct and well written. New administrators would benefit especially from reading these sections. Since each chapter stands alone and deals with a unique management issue, the reader can select individual essays to peruse and ignore those that are less helpful.

The title implies that this guidebook is written solely for academic library managers, but some of the chapters have application to administration in other types of libraries. For example, Anne Marie Casey's chapter on communication, Luann DeGreve's chapter on corporate culture, and Kathleen Walsh's leadership essay could serve as valuable resources for any library administrator or staff member. It is unfortunate that the title may deter public, special, and school librarians from exploring the contents of this volume.

Experienced administrators may wish to read *Mistakes in Academic Library Management* to review management strategies useful for handling specific situations. New administrators may wish to read selected essays to gain a better understanding of library culture and to learn how to avoid some of the hazards caused by poor communication and inadequate planning.

However, because of its inconsistencies, *Mistakes in Academic Library Management* is an optional purchase for library management collections.—*Margaret N. Gregor, Appalachian State University*.

Janice Leslie Hochstat Greenberg. *Jazz Books in the 1990s: An Annotated Bibliography.* Lanham, Md.: Scarecrow Press, 2010. 211p. alk. paper, $45 paper (ISBN 9780810869851). LC2009-051072.

Like jazz itself, jazz bibliography has a relatively short but remarkably dynamic history marked by a succession of key developments and notable figures. While Louis Armstrong, Duke Ellington, Charlie Parker, Miles Davis, John Coltrane, Ornette Coleman, and other icons shaped the music's stylistic development, dedicated researchers tracked what was written about jazz, organizing and presenting their findings in important reference sources. Alan P. Merriam's groundbreaking *A Bibliography of Jazz* (1954) was first to bring together a wide range of popular and critical writings on the topic. As this body of literature grew, compilers of bibliographies adopted various selective strategies, restricting their scope to books (such as Carl Gregor in his *International Jazz Bibliography: Jazz Books from 1919 to 1968* [1969; supp. 1971, 1975; rev. eds. 1983, 1988]), to books in English (such as Donald Kennington in *The Literature of Jazz: A Critical Guide* [1970; 2nd ed. 1980]), or to writings on a specific style or period (such as John Gray in *Fire Music: A Bibliography of the New Jazz, 1959–1990* [1991]). Today, the most extensive, though certainly not exhaustive, bibliography of books on jazz is Eddie S. Meadow's *Jazz Scholarship and Pedagogy: A Research and Information Guide* (3rd ed. 2006), which draws in a variety of dictionaries, encyclopedias, histories, biographies, discographies, instructional materials, and other monographs. In *Jazz Books in the 1990s*, Janice Leslie Hochstat Greenberg focuses on a comparatively narrow slice of jazz's vast literature, resulting in a bibliography that covers its defined territory well but