

rights in television programs and motion pictures, facilitated Hollywood's capture of new cable and video technology."

Bettig's arguments are cogent and well supported. He cites media and communications theorists and sociologists extensively, in particular Thomas Guback, Graham Murdock, Anthony Giddens, and William Domhoff; a Marxist influence is pervasive. The excellent bibliography also includes relevant government publications and an extensive examination of popular and trade titles in business, film, and media fields.

Although the book includes a chapter examining various "acts of resistance" against the intellectual property system, it is not clear what the alternative would be. But Bettig does succeed in presenting an excellent case for reexamining the institution of intellectual property law. He argues convincingly that the existing system fails to validate the two basic philosophical justifications for granting intellectual property rights: "first, that these rights encourage production and dissemination of artistic and intellectual creativity through pecuniary rewards to actual creators; and second, that they stimulate dissemination of this work to the benefit of society as a whole."

Why should we be concerned? The author repeats oft-voiced concerns about the impact of market control on the diversity and accessibility of intellectual and creative work. "More and more, knowledge and culture are being privately appropriated and submitted to the logic of the marketplace." Fewer movies are available in more theaters; and these are most often products of major studios. There is increasing concern about the availability of information and entertainment programming to the economically or technologically disadvantaged. The growth of pay-television and the shift of programming to pay-per-view or subscription continue to erode entertainment and information options for those who cannot pay.

The focus of Bettig's argument is on the filmed entertainment industry, but the same trends are developing with the Internet. In fact, many of the players are the same. Although doom-and-gloom warnings are unwarranted, there are, indisputably, implications for information users and providers. Unrelenting scrutiny of developments and trends concerning the Internet and other information services is merited, lest monopolistic control, the likes of which Bettig describes for the filmed entertainment industry, prevails.—*Janita Jobe, University of Nevada.*

**Doheny-Farina, Stephen.** *The Wired Neighborhood.* New Haven, Conn.: Yale Univ. Pr., 1996. 224p. \$25, alk. paper (ISBN 0-300-06765-8). LC 96-12241.

When you move away from a place, you vow to keep up with your friends by letter, telephone, and e-mail. But do you? Eventually, and inevitably, all but the strongest friendships eventually fade without frequent personal contact and new, shared experience. Stephen Doheny-Farina knows this well and, in *The Wired Neighborhood*, tells us that the wonders of the electronic universe, often touted as a way of uniting us, can, instead, divide us.

No technophobe, Doheny-Farina is a comfortable user of MOOs and other technology but sees a disturbing trend among people who prefer virtual to real communication. The net, he feels, may be a place, but it is not as important a place as those where people actually live and work. Living on the Net has a long-term tendency to alienate us from our neighbors and our community, where real life must be lived.

The answer, Doheny-Farina believes, lies in relatively unexciting, but important, developments such as community FreeNets, measured "not by the amount of international connectivity they provide but only by the intensity of their local connectivity." Of course, the promise of FreeNets, like

the promise of radio and television before them, can and probably will be compromised and controlled by commercial forces, if only because individuals and local groups cannot afford to maintain the whiz-bang, high-production-value presentations we have come to expect.

Ultimately, Doheny-Farina counsels community activism and touts "Neigh-Nets," "the next step beyond the Free-Net in the evolution of community nets." The Neigh-Net can be used to welcome new neighbors, market baby-sitting services, support neighborhood businesses, publicize local events, and "debate local issues, from taxes to traffic to crime to politics."

Throughout his book, Doheny-Farina, an associate professor at Clarkson University, contrasts the cold and somewhat culturally barren character of his home with the seductive, but ultimately evil, bright lights of the big city, and by analogy, contrasts the down-to-earth community activism he counsels with the seductive, but ultimately misguided, desire to flee the provinces for the big city. He prizes his hard-fought achievement in becoming a part of his environment and counsels others to do the same. "The net . . . is a seductive electronic specter. Take part in it not to connect to the world but to connect to your city, your town, your neighborhood."—*William Miller, Florida Atlantic University.*

**Megill, Kenneth.** *The Corporate Memory: Information Management in the Electronic Age.* London: Bowker-Saur (Information Services Management, 6), 1997. 112p. \$50, alk. paper (ISBN 1-85739-158-6). LC 96-43103.

This is a slight volume with a large scope. In a mere one hundred and twelve pages, Kenneth Megill summarizes the contributions of the three interrelated fields of records manage-

ment, special librarianship, and archives to the management of corporate information systems; and he charts a new course for information systems in the face of shifting technological and managerial patterns. Megill, director of the Information Resources Management Program within the School of Library and Information Science at Catholic University, begins with two basic premises: (1) The advent of electronic data systems is radically changing the way information is used by corporations, and (2) changes from within and without corporations require new ways of maintaining the information that makes up corporate memories. These new ways involve an integration of activities currently divided among records managers, archivists, librarians, and computer personnel. Megill argues that traditional paper systems are giving way to online systems with shared databases. The role of the corporate memory manager will be to identify appropriate data, make them available through networks, and provide indexes and search mechanisms. Instead of historical files in one centralized location, there will be historical data residing alongside newly generated data in an ongoing and online system.

The concept of corporate memory is defined as the active and historical information in an organization that is worth sharing, managing, and preserving for later reuse. Traditionally, this information has resided in the experiences and knowledge of individual employees or in the thousands of documents produced in the course of business. Megill argues that the development of computer networks and shared databases, the increased recognition of information as a commodity, and shifting employment patterns have long-term repercussions for the field of information management. Further, the nature of corporate structures is undergoing a fundamental change, moving away from top-down hierarchies. In particular, he