

able debt to Lee Ash mounts.—*Marc Gitelson, University of California, San Diego.*

Prentice, Ann E. *Strategies for Survival: Library Financial Management Today*. LJ Special Report #7. New York: Library Journal, 1978. 56p. \$5; cash with order, \$3.95 ISBN 0-8352-1144-4. ISSN 0362-448X.

A fairly current and well-balanced selection of principles, techniques, and methodologies to aid the library administrator in financial decision making during times of fiscal stress, this concise "report" could serve as a handy outline of some major management issues facing library directors today.

The Delphi technique, community analysis, program and performance budgeting, ZBB, model building, and other currently sexy economic analysis techniques are sketched. (For an antidote see De Genaro's masterful put-down of same in the December 15, 1978, *Library Journal*.) How budget cuts may affect various personnel management issues and what the library can do to maintain control in this area are the subject of Sheila Creth's (University of Connecticut Library) chapter.

A discussion of some library services that may be contracted out or implemented through automation is nicely balanced by a chapter on ways to raise money within the library (fees, Ms. Blake).

Further potential for easing the financial burden on libraries is seen in the chapters on resource sharing and "Architectural Considerations," the most useful of which are conducting an "energy audit" of the library and determining the cost of renovation versus construction. Some general advice on the cost of automating services is only minimally useful.

Evaluation of services, the one area in which libraries traditionally have been weak, is the subject of the last chapter. (Unfortunately, Lancaster's important work, *The Measurement and Evaluation of Library Services*, is not included in the bibliography.)

Within such short chapters Prentice and others manage to balance their presentations with relevant con arguments and

cautions. One strain that comes through all ten chapters is the suggested analytical and quantitative approach to economic decision making in libraries and the implication that seat-of-the-pants, intuitive management is inadequate to deal with complex library problems.

Armed with a fleshed-out understanding of the ideas presented here in skeletal form (the bibliography items are essential reading for anyone wishing to go beyond Prentice's treatment), the neophyte may gain a good understanding of the major issues and trends in library management today, whereas the seasoned administrator could use the "report" to fill in some gaps in his or her knowledge.—*Albert F. Maag, Capital University, Columbus, Ohio.*

*COM Systems in Libraries: Current British Practice*. Edited by S. J. Teague. Guildford, Surrey: Microfilm Association of Great Britain, 1978. 49p. £4 (£3 to MAGB members). ISBN 0-906542-00-6. (Available from: Microfilm Association of Great Britain, 8 High St., Guildford, Surrey GU2 5AJ.)

This pamphlet contains seven articles discussing computer output microfilm (COM) applications at seven British libraries. Advantages and disadvantages of COM are discussed within the specific setting outlined at each institution. Limited insight into the automated library system behind each application can be gained by careful reading of each article.

This reviewer is particularly impressed with the cooperation of British libraries, which several of these articles discuss. Each library's operation is different, yet each has elements of commonality. The meeting, which was attended by most of the libraries represented in this publication, with COM vendors provides insight into the British library scene. This type of activity produced excellent results in Britain.

Advantages and disadvantages are discussed from the viewpoint of each COM application. A general theme is evident in the change from film to fiche, either completed or planned at each library. The reasons cited for this change to fiche are as valid in the U.S. as Britain.

The reasons given for the change to fiche