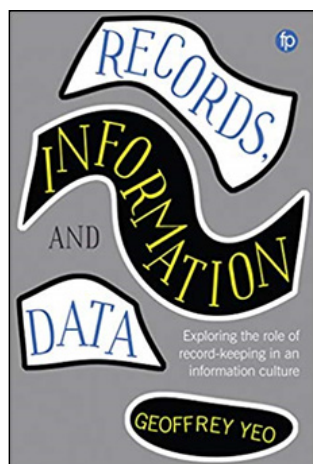and conceptual ideation associated with them. It seems that, in this book, a good manager can become a good leader if they understand how to do the job well. However, there is a lot of scholarship that would argue that one could be a good leader and a bad manager or vice versa. By conflating the terms together as managerial leader, it provides an opportunity for confusion on behalf of the reader. A clear distinction between leader and manager and how these concepts relate to each other is the only critique that can be offered on an otherwise excellent primer of the role of management, the tasks involved in management, and the road to success in management. It is a worthy read for any library professional in a leadership or managerial role.—*Ryan Litsey, Texas Tech University*

Geoffrey Yeo. *Records, Information and Data: Exploring the Role of Record-keeping in an Information Culture*. London, UK: Facet Publishing, 2018. 208p. Paper, $94.00 (ISBN 978-1-78330-226-0).

What difference does it make if we are imprecise about how we use words? What difference does it make if we are unwilling or unable to distinguish among "records," "information," and "data"? Plenty, according to Geoffrey Yeo, in this, his latest attempt to think clearly and authoritatively about archival records "in an information culture."
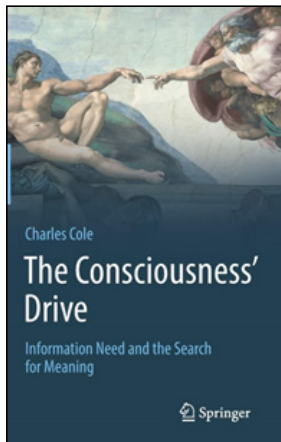
According to Yeo, as we have moved further into the 21st century, archival concepts and practices have tended to become subsumed under the big tent of "information." As library schools have evolved into schools of information science and management, older concepts and practices have been reframed to fit into the world of digital information. However, according to Yeo, changes in the technologies of communication and information do not change the basic nature and purpose of records. "In the digital era, we still need records that have the power to underwrite accountability, to testify to past events and statements, and to sustain rights, obligations, agreements and commitments." (37) Archivists and records managers need to keep doing what they have always been doing, though now in a digital era. Yeo spends much of his time trying to get his arms around the twin notions of "information" and "data." This turns out to be a futile effort, though. He ends his review of the literature unable to offer anything definitive about either and so leaves the matter moot. They remain contested terms.

When it comes to archival records, though, Yeo finds his conceptual terra firma. Records have three characteristics that define their singularity. They are in the first place "representations": that is, they represent something to be the case so that individuals can act. Here Yeo's concern is to dispel the clichéd notion of records as dead, silent, and inert. On the contrary, records exist to make certain actions possible. They have an ongoing enabling function. Records are also "occurrants," meaning they capture something that has occurred and ended, something that is temporally bounded. Finally, records persist as stabilized forms in their archival settings. Records are not information, but they afford opportunities for information depending on the intentions of the person seeking them out. Whereas the principal concerns of an information manager in an organizational setting is to facilitate access to the most current information in an unstable and changing environment, the records manager/archivist is focused on capturing, stabilizing, and preserving past propositions.

For some reason, Yeo felt the need to introduce "speech act theory" to buttress his claims about records. But I found that to be digressive and not really necessary to his larger argu-

ment. Yeo's book serves as yet another reminder that, while technology may be a disruptive force, it need not displace the basics. Digital records may be different from analog records, but they share in common those properties Yeo identified as intrinsic to all records. This is a smart work, which should be of use to students, faculty, and practitioners.—*Michael Ryan, New-York Historical Society*

Charles Cole. *The Consciousness' Drive: Information Need and the Search for Meaning*. Cham, Switzerland: Springer, 2018. 247p. Hardcover, $79.99 (ISBN 978-3-319-92455-7). LC 2018-946105.

Author Charles Cole's understanding of human consciousness is built foundationally upon the work of evolutionary psychologist Merlin Donald, who visualized the development of human cognition in four phases, with three transitions. According to Donald's Theory of Mind, preceding types of cognition do not cease to exist after human cognition transitions to a new phase, but exist as four layers within the modern consciousness. Cole's narrative in the first part of the book recounts Donald's model of human cognition, categorizing episodic, mimetic, mythic, and theoretic phases of cognition. The second half of the book sets up a particular situation of consciousness using the frame theory of Marvin Minsky, uses Meno's paradox (how can we come to know that which we don't already know?) in a critique of framing as Minsky conceived it, and presents group and national level framing and shows their inherent danger in allowing information avoidance and sanctioning immoral actions. Cole concludes with a solution of information need being sparked or triggered that takes the human consciousness out of a closed information loop, driving the consciousness to seek new information.

Cole's reliance upon Donald's Theory of Mind is limiting; it represents a major weakness of the book. Donald's Theory of Mind has been an influential model in evolutionary psychology, appearing in his 1991 book *Origins of the Modern Mind: Three Stages in the Evolution of Culture and Cognition* (Harvard University Press). Donald's approach is a top-down, conceptual model that explicates what makes the human mind different and exceptional from other animal intelligences.

However, there are other alternative, useful, science-based models of animal and human cognition that begin with a bottom-up approach to understanding the building blocks of cognition shared in common by humans and other "intelligent" animals. For example, in "A Bottom-Up Approach to the Primate Mind," Frans B.M. de Waal and Pier Francesco Ferrari note that neurophysiological studies show that specific neuron assemblies in the rat hippocampus are active during memory retrieval and that those same assemblies predict future choices. This would suggest that episodic memory and future orientation aren't as advanced a process as Donald posits in his Theory of Mind. Also, neuroimaging studies in humans show that the cortical areas active during observations of another's actions are related in position and structure to those areas identified as containing mirror neurons in macaques. Could this point to a physiological basis for imitation?

A more serious weakness of this book than the limited foundations of its argument is Cole's writing style and presentation, given the author's stated intentions. Cole seeks to present his research and philosophy of information needs by crafting "…the writing more conversational for a broader readership…" (Preface, V). I cannot agree that he has achieved this goal. Cole's writing style is characteristic of the advanced academic specialist who normally writes for