

tion services by Kirkendall, Hannelore Rader's 1983 annotated bibliography on library orientation and instruction, and reproductions of handouts also add significantly to the value of the book.

William Miller's paper features prominently among the conference offerings. Speculating upon the consequences of overzealous advertisement on already deteriorating library collections and already overworked library staffs, he alludes to the need for skeptical investigation and strategic planning before advertising such a labor-intensive service. While one can debate the appropriateness of marketing library instruction, it is important to keep in mind a distinction between marketing a

package and marketing a quality product. It is doubtful that any of the speakers would endorse a full-scale adoption of private sector marketing to library instruction. Rather, the conference proceedings do an excellent job of introducing the concepts, outlining appropriate steps in implementing marketings, cautioning against potential pitfalls, and providing examples of library-specific applications. As library instruction seeks to enhance its visibility in the eighties, this volume will serve as a stepping stone and a guidepost along the way.—Tara Lynn Fulton, Northwestern University Library, Evanston, Illinois.

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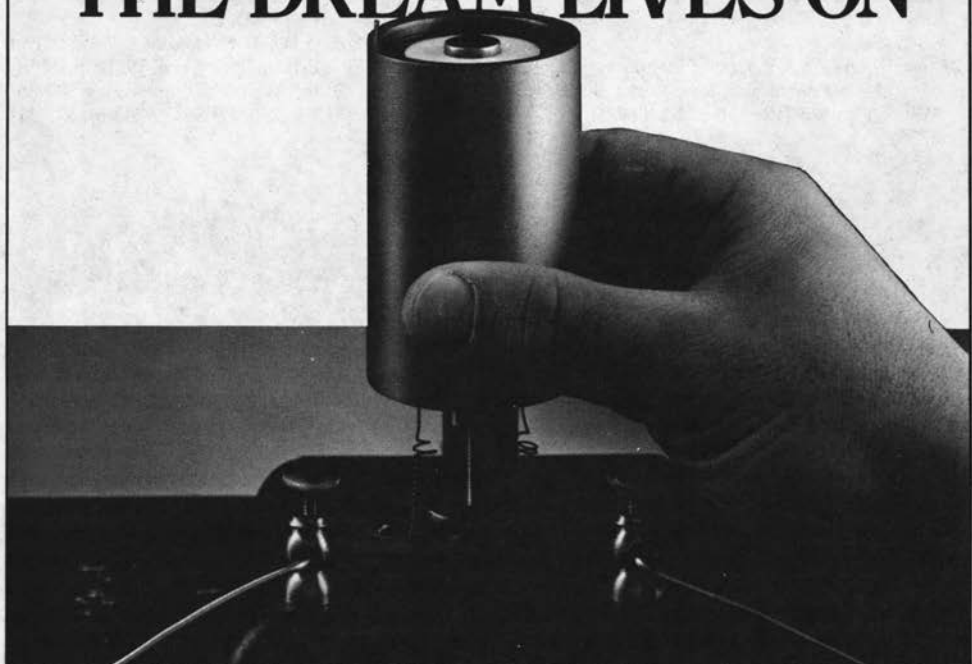
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