



Library Trends

Are Economic Woes Pushing Up Library Circulation?

<http://cityroom.blogs.nytimes.com/2008/08/01/are-economic-woes-pushing-up-library-circulation/index.html?partner=rssnyt&emc=rss>

The Queens Library in New York circulated the most books in the U.S. for the second year running, according to the annual Public Library Data Service Statistical Report. But the real story may be that the Library finds a distinct correlation between library use and economic travails.

New York Times
Sewell Chan
August 1, 2008

WebJunction Launches New Online Social and Learning Experience for the Library Community

<http://www.oclc.org/news/releases/200831.htm>

WebJunction is a service from OCLC that provides training to librarians and library staff. This press release announces a new version of their Web site that allows more interaction, collaboration, and social networking among library professionals.

OCLC Press Release
August 13, 2008

Future-Proof Your Library

<http://www.libraryjournal.com/article/CA6585850.html>

The ALA Movers & Shakers award highlights librarians who help move the profession forward through technology, outreach, and innovation. This Library Journal article brings together the best advice from these award-winners, which point the way to a future where libraries are relevant and thriving.

Library Journal
Rebecca Miller
August 15, 2008

EBSCO Publishing and NewsBank Link Up Customers

<http://newsbreaks.infotoday.com/wndReader.asp?ArticleId=50317>

Subscribers to both EBSCOhost and NewsBank article databases will now see NewsBank results within the EBSCO database.

Information Today
Paula J. Hane
August 18, 2008

Ithaka's 2006 Studies of Key Stakeholders in the Digital Transformation in Higher Education

<http://www.ithaka.org/research/Ithakas%202006%20Studies%20of%20Key%20Stakeholders%20in%20the%20Digital%20Transformation%20in%20Higher%20Education.pdf>

This study provides insight into the nature of change in academic librarianship. Comparing 2006 data to that from 2000 and 2003, the study looks at how faculties in different departments use and view their libraries, and how academic librarians are embracing technological change in their institutions.

Ithaka Report
August 18, 2008

N (2008): RUSA [Best Practices for Business Libraries]

http://wikis.ala.org/emergingleaders/index.php/N_%282008%29:_RUSA

I missed this when it originally came out in June and was updated in July, but this wiki showcases findings from an ALA study group on best practices in business libraries – including coverage of common needs of business users, most-used databases, and innovative services.

ALA Wiki (2008 Emerging Leaders Program)

Various authors/dates

Business Trends

Gartner Says Enterprises Must Create Separate Marketing Strategies for Generation Virtual

<http://www.gartner.com/it/page.jsp?id=721008>

Market research firm Gartner articulates a new customer segment called “Generation Virtual” with this press release. This new segment knows no demographic or geographic boundaries, but instead groups consumers based on technology use. The release goes on to break “Generation V” down into four distinct categories and offers guidance for companies marketing to these consumers.

Gartner Press Release

July 14, 2008

SEC Announces Successor to EDGAR Database

<http://www.sec.gov/news/press/2008/2008-179.htm>

EDGAR is the SEC database that compiles and publishes public company filings. Anyone with an Internet connection and a steady nerve can (at least attempt to) pull detailed company info from this confusing site. Perhaps, however, this confusion will be short-lived. This press release announces the eventual replacement of EDGAR with a more user-friendly, interactive, and open interface called IDEA.

Securities and Exchange Commission Press Release

August 19, 2008

50 Ideas on Using Twitter for Business

<http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/>

Whether or not you like the idea of Twitter, you’ve got to admit that it’s a totally new way of communicating online. Could your business benefit from this new line of communication? This list of fifty ideas might help you ponder that question.

ChrisBrogan.com

August 20, 2008

What Facebook’s New “Engagement Advertising” Means to Brands

<http://www.web-strategist.com/blog/2008/08/21/facebooks-engagement-ads/>

This post looks at a new Facebook advertising platform that allows users to comment on ads, “gift” ad items to friends, and become “fans” of particular types of products. It’s an interesting way of aligning online advertising with how people use a site.

Web Strategy by Jeremiah

August 21, 2008

Technology Trends

The Many Challenges of the Social Media Industry

<http://www.web-strategist.com/blog/2008/08/07/the-many-challenges-of-the-social-media-industry/>

Social media pundits often see the Internet through rose-colored glasses, pushing technology without much thought for the application of that technology. This post, however, from a prominent social media analyst, looks at some of the big challenges in the social media technology industry.

Web Strategy by Jeremiah

August 7, 2008

Gartner Tech Forecast: Cloudy and Getting Cloudier

<http://bits.blogs.nytimes.com/2008/08/19/gartner-tech-forecast-cloudy-and-getting-cloudier/index.html?partner=rssnyt&emc=rss>

A recent Gartner report predicts global information technology spending by companies to increase slightly ahead of total economic growth. But that's only the beginning of the story. This post looks at what these numbers mean for different IT sectors and for the U.S. specifically.

New York Times

Steve Lohr

August 19, 2008

What Makes for a Good Blog?

<http://www.43folders.com/2008/08/19/good-blogs>

Not all blogs are created equal – a fact that becomes more apparent as blogging moves increasingly into mainstream business and personal use. One prominent blogger lists his top ten requirements for a good blog. These types of lists proliferate online, but this one is actually good.

43 Folders

Merlin Mann

August 19, 2008

6 Emerging Trends CIOs Should Care About

http://www.readwriteweb.com/archives/6_emerging_trends_cios_should.php

One of the biggest challenges facing technology decision-makers is to balance existing technologies with future trends to stay up-to-date in their field. This post from Read Write Web looks at existing innovations that will remain relevant and highlights six new emerging trends from a recent Forrester Research report. According to this report, "we're in the initial phases of a 16-year cycle of technology innovation and growth called 'IT Everywhere.'"

Read Write Web

Sarah Perez

August 22, 2008