

***Start a revolution: Stop acting like a library* by Ben Bizzle with Maria Flora. Chicago: American Library Association, 2015. 194pp. ISBN 978-0-8389-1267-6.**

*Reviewed by Sarah Gilchrist, Research and Instruction Librarian, Towson University*

Ben Bizzle has written a concise, narrative text about outreach and marketing in libraries. Aided by Maria Flora, he was able to “organize all the jumbled thoughts in [his] head and . . . ‘write [his] voice’” to illustrate many communication challenges facing libraries today (p. xi). Bizzle’s humorous and innovative style helps thread together topics like The Digital Library, Going Mobile, Facebook, Facebook Advertising, Marketing in the “Real World,” Making Pretty Pictures (graphic design and design principles), Convincing the Decision Makers, and Start[ing] Your Own Revolution. He provides detailed examples from the Craighead County (Arkansas) Jonesboro Public Library (CCJPL) and addresses overarching theories of library promotion. Each chapter concludes with a summary followed by helpful bullet points covering the main ideas from that section.

Before presenting specific scenarios for revolutionizing library services, Bizzle describes his path to library work, explains the management environment and structure at CCJPL, and elaborates on the learning processes involved in taking a library to “the next level” (p.4). Although the scenarios describe a public library, they easily translate for special and academic libraries willing to increase public awareness of the library. I especially liked Bizzle’s guidelines for including stories and data when pitching ideas to stakeholders, administration, or board members, as well as his admonition to avoid the creation of Draconian, knee-jerk policies when new ideas fail to achieve prescribed results. Overall, Bizzle’s message is one of creative experimentation based on research and teamwork.

This book will help a new librarian, library director, or IT manager gain perspective on current trends in libraries. Experienced library faculty and staff will also find good suggestions for redesigning services and portals for their library. Appendices written by others about Twitter, Pinterest, and motivation provide a broader understanding of these topics and offer clear direction for librarians wishing. This book is highly recommended. Although technology will change, Bizzle’s advice on design and promotion is timeless, and libraries will benefit greatly from the reminder to make objects and services easier to understand and access.