

BOOK REVIEW

MARCHING BEYOND LIBRARIES: ROLE OF SOCIAL MEDIA AND NETWORKING BY BIJAYALAXMI RAUTARAY, DILLIP K. SWAIN AND CHANDRAKANT SWAIN

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The book 'Marching Beyond Libraries' is compilation of 73 articles extracted from the presentations in the International Conference on Marching Beyond the Libraries: the Role of Social Media and Networking held at KIIT University during 25-26 November 2016. The book is divided into seven sections. The *first section* is exclusively focused on social media and networking. This section addresses use and impact of social networking sites, relevance of using social networking tools for libraries and information centres, communication and measurement of scientific information using social media, elaborated discussions on facebook, twitter, android apps and such other key facets.

The *second section* covers design, development, and use of digital and e-resources that emphasize the impact of institutional repositories, data mining techniques, use of archival resources, use of electronic resources and services among others, while *third section* deals with the impact and influence of e-learning, m-learning, and web-based learning upon the modern society.

The *fourth section* covers information literacy and marketing of library services. This section carries vivid discussions on faculty-librarian collaboration, marketing of information products and services in academic libraries, information literacy skills and competencies, the importance of library orientation programmes in length and breadth, while elaborate discussions on information seeking behavior is made in the fifth section.

The *sixth section* provides information on findings of different bibliometric studies, scientometric analysis, and metrics information. The *last section* covers detailed account of library and information management methods, tools, and IPR issues. The articles on library service quality assessment, ICT infrastructure and status of automation, use of android information communication technologies, restructuring of libraries through cloud computing are not only commendable but also carry new information to the new generation librarians.

In a nutshell, the book addresses vivid account of social media and networking applications in delivery of latest information services in the day to day practices that the modern age librarians should follow suit.

This volume will be a treasure for the practicing librarians, teachers, students of library and information science all over the world.

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