Defending Professionalism: A Resource for Librarians, Information Specialists, Knowledge Managers and Archivists. Edited by Bill Crowley. Santa Barbara, CA: Libraries Unlimited, 2012. 235 pp, ISBN 978-1598848694.

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Why are we trashing the professionalism of librarians? Why are we allowing information professionals to be the victims of budget cuts? Crowley and his fellow contributors argue that qualified librarians continue to be an essential part of library services in school, public, and academic institutions even in this age of digital self-service. This then raises the question of why professional positions are being cut across the board, in all sectors and over several continents. "The argument for professionalism is supported by the professional organization as a whole" (p. 37) but the profession has not been successful in making this need clear to the public, policy makers, and library stake holders. Berendt and Otero-Boisvert believe that "most librarians do a poor job of promoting their services and resources to users and other university stakeholders" and readers are encouraged to question whether they are successful in safeguarding their livelihood.

The collective wisdom of these practitioners and theorists serves to present a contemporary history of the library profession and a series of solutions to the "deprofessionalism problem" as defined by Crowley. In proffering their theories, the authors draw on their experience from a wide range of sectors from public and academic libraries to specialized institutions and they elucidate the state of professionalism in Britain, Canada and the United States.

Included is a combination of practical and pragmatic ideas to improve marketing and advocacy for individuals, educators and organizations. Crowley, in particular, is campaigning for the reform of ALA-accredited education programs to include courses in marketing, leadership, advocacy, and outreach. However, there can be no doubt the overwhelming message contained in these chapters is that it is ultimately the responsibility of librarians and information professionals to act as advocates for their own profession. At times, the authors paint a depressing picture of the profession as it stands, but the advice offered is practical and optimistic and reinforced by stories of successful campaigns. Never does it imply that defending professionalism will be an easy task: "to defend their positions and professional status, their efforts must be planned, deliberate, sustained, incremental, and determined" (p. 70). It is fair to say that this is certainly not a book for those wanting to take a back seat but it is a good addition to the bookshelf of anyone concerned with promoting the relevance of information professionals in the digital age.