

**Managing your brand: Career management and personal PR for librarians. Julie Still. Amsterdam: Chandos Publishing, 2015. 124 pp. ISBN 9781843347699.**

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A slim new guidebook for career planning and professional development, Julie Still's *Managing your brand: Career management and personal PR for librarians* details strategies and habits to keep librarians on a deliberate path toward success. With a straightforward plan, myriad examples, and useful advice, Still's book can be considered a fundamental reference for early-career librarians.

The book begins by detailing how to set out a personal career plan, whether it is to become a director or simply get hired. The author encourages readers to develop a personal mission statement, and to assess where they currently are on their career path. Once a career trajectory has been established, Still suggests creating a map to get from point A (where one is now) to point B (where one aspires to be). This includes identifying roadblocks and determining a route, but also understanding that this is an elastic document that will change throughout one's career. The third chapter focuses on evaluating one's assets, and tracking and documenting one's progress and accomplishments. To get ahead, librarians must be able to demonstrate their professional value on paper. Still puts forth a scenario of a librarian preparing their promotion or tenure packet and being confronted with the question, "What have I done in the past five years?" Following the suggestions in this book would result in a robust source of documented work from which to develop the promotion or tenure packet.

Still goes into great detail on each of the "three legs" of academic life: librarianship, scholarship, and service. While librarians know what they do, the author stresses the importance of documenting accomplishments and advocating for oneself, particularly when preparing material for a tenure review. She emphasizes the importance of networking both within the library and within the institution while reminding readers that students are the real reason academic librarians exist.

Scholarship can be a daunting hurdle for a new librarian, and Still offers extremely practical ways to approach the task. One great suggestion is to publish something quickly, such as a book review or poster presentation, which buys time to tackle a more thorough research project. By starting small and building toward larger publishing pursuits, librarians can show a documented progression of scholarly experience. The author even suggests specific journals and other publications with which to get one's publishing feet wet.

Although slender, the book is rather dense with text, and the author provides many examples for each point made. The depth to which some of the concepts are explained may be off-putting to some, but worth the time, as there are many valuable examples and strategies in each chapter. While the target audience for this book is early-career, tenure-seeking academic librarians, much of it is also appropriate for many professionals in varied stages of their careers. It contains useful



advice and suggestions that can immediately be applied to one's professional path, and provides the reader with a wealth of practical resources to reference throughout their career.