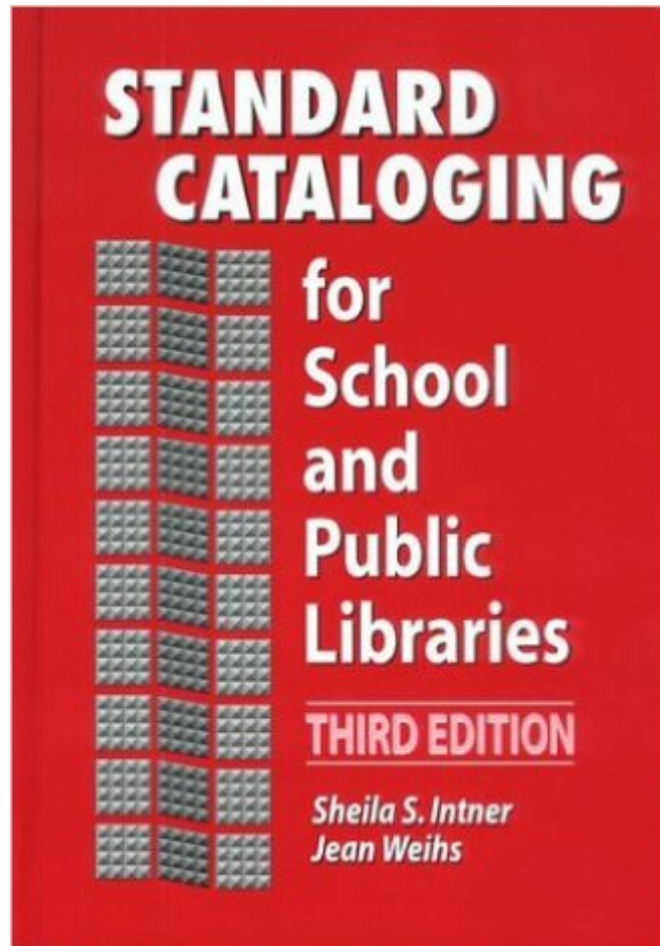


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Customer Reviews

Given all the negative reviews of the content, you might wonder why any professor continues to use this book. My theory: The book's early editions will have made it a leader in its field at a time when we expected less from our technical writers, and either the professors assigning the textbook have not found one with the clear presentation this book lacks ... or they haven't stopped to realize it's time to start looking. In the introductory chapters, before the authors start inserting lengthy figures, the text is fairly readable to this first-year library science student. However, once the authors dive into the nitty-gritty in chapter 4, the text becomes absolutely unreadable. The total absence of even late-20th-century design cues amazes me in a book now on its fourth edition. Imagine reading a typed dissertation from the 1960s: you'd be impressed they managed to include figures at all, right? You'd accept that the figures don't have a line around them to help set them apart from the surrounding text, nor a grayscale background to facilitate skimming the figures vs. skimming the explanatory text. You might grit your teeth a little when you realized that what looked like part of a bibliographic entry was *actually* an observation by the authors, inconveniently written in the same Courier New typewriter lettering as was used for the sample cards. You'd sigh as you spotted yet another table that wasn't even labeled as a table, but simply stuck smack-dab into the middle of the material with no indicator it's separate from the figure just above. Add to that problem that the most basic of technical-writing principles are ignored.

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