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Book Review: Location-Aware Services and QR Codes for Libraries. The Tech Set #13. Murphy, Joe. ALA TechSource: Chicago, IL. 2012, 115pp., \$59.95 ISBN: 978-155570-784-2.

Aida Marissa Smith  
*American Public University System*

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LOCATION-AWARE SERVICES AND QR CODES FOR LIBRARIES. The Tech Set #13. Murphy, Joe. ALA TechSource: Chicago, IL. 2012, 115pp., \$59.95 ISBN: 978-155570-784-2

Joe Murphy, a library technology consultant and tech trend spotter, is the author of *Location-Aware Services and QR Codes for Libraries*. The book is #13 in the Tech Set, sponsored by ALA's Library and Information Technology Association (LITA). Like all the Tech Set series books, *Location-Aware Services and QR Codes for Libraries* is designed to introduce librarians to new technologies and offer implementation assistance from beginning to end. The services highlighted in the book include location-based mobile service apps, augmented reality, QR codes, mobile photo sharing apps and Near Field Communication (NFC) payment services.

The book begins with a general introduction to location-aware services and how mobile users interact with these services. It moves on to offer practical examples of how these services can become integrated into library services. Major technologies and popular applications are then explained and discussed.

Following the introductory chapters, the book is organized methodologically to mirror the steps of project management. The subsequent chapters cover preparation, planning, implementation, marketing and metrics. The book also addresses internal and external buy-in issues, as well as, the associated expenses with implementing these new services. Emphasis is placed on free or low cost applications.

*Location-Aware Services and QR Codes for Libraries* does an excellent job of introducing readers to a wealth of content, but as with most books covering new technologies, the content quickly becomes dated. This is especially true when writing about mobile technology applications. Murphy points to this issue himself in the book's closing chapter which addresses developing trends. Since this book's publication, some of the applications addressed are no longer functioning or have significantly changed in focus.

*Location-Aware Services and QR Codes for Libraries* is a practical and concisely written how-to manual. Particularly useful are the topics and issues addressed which are not application specific and can apply to implementing various forms of new mobile technologies. Recommended for those who want to learn more about using location-aware services and QR codes in library environments.

Aida Marissa Smith  
Senior Online Librarian  
APUS Online Library  
Charles Town, WV  
asmith@apus.edu