

"Intersections" Book Discussion Starts Online

by Brenda Hough, Technology Consultant, Northeast System

Do you only read bestsellers or do you like to find those little-known gems? Do you tend to watch blockbuster movies or do you like to find the "sleepers" and specialty documentaries that others probably missed? Are your musical favorites on the Top 40 charts or do you listen to bands and songs that won't be heard on mainstream radio? Technology and new services (like Amazon, iTunes, and Netflix) are making it possible to pursue more esoteric interests, regardless of where you live.

Chris Anderson, editor of *Wired* magazine, has written a book (initially an article in *Wired*) called *The Long Tail: Why the Future of Business is Selling Less of More*. It's all about "mass customization as an alternative to mass-market fare." This is certainly a topic with implications for libraries. If you are interested in exploring those implications, consider reading the book (or the article) and joining an online discussion at "Intersections" at <http://intersections.nekls.org>.

"Intersections" is a book discussion group for librarians, focused on emerging trends in the intersection of society, libraries, and technology. *The Long Tail* by Chris Anderson is the first book being discussed. Northeast Kansas Library System received an Interlibrary Loan Development Program (ILDLP) grant, which is being used to purchase materials for this group (including multiple copies of the books--in multiple formats... audio book, KS Audio Books, Music and More...). The website at <http://intersections.nekls.org> will host guest commentary about the books and will provide an opportunity for questions and ongoing discussion, too.

Everyone is invited to participate! The *Wired* magazine article is available (free!) at <http://www.Wired.com/Wired/archive/12.10/tail.html>. Books have been purchased and added to the Kansas Library Catalog and to the Kansas Audio Books, Music, and More site, too. The "Intersections" website is at <http://intersections.nekls.org>. Discussion questions, guest commentary and links to resources have already been posted.

If you have questions, call Brenda Hough, Northeast Kansas Library System at 785/865-6916 or send e-mail to bhough@nekls.org.

