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SHOWERS, Ben (ed.). *Library analytics and metrics: Using data to drive decisions and services.* **London: Facet. 2015.**
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The potential of 'big data' has been investigated and exploited in many areas; healthcare, education and government services have all embraced the possibilities of data sets and how they can be analysed, presented and consumed by a massive online audience.

This work brings together a collection of diverse and useful case studies on how data, big or small, has been utilised within the library context to improve and innovate service for customers. The editor has done a great job curating some excellent examples of how data can be used effectively and making it accessible for both a fleeting interest and a student of data.

The first chapter begins by discussing two case studies that define the idea of big and small data and offers a clear picture of how small data sets are just as important and fundamental for big data projects.

Collection development is a cornerstone of information services and chapter two explores how data and tools being developed can aid decision making and improve collection coverage.

The ability to measure the impact and value of a library service is covered next, including how student attainment can be related back to usage data from an information service. This is expanded upon in the next chapter, which discusses a qualitative approach and how we can learn how the information service, both physical and digital, is used by capturing use behaviour from library users.

Chapter five includes case studies on how library and information services can use web and social media metrics to gain a better understanding of how users engage with their online and digital presence and how this can be developed. The final chapter covers risk and the legal implications of data and security and is, in my opinion, one of the most important chapters in the collection. It discusses the challenges that libraries face to comply with data protection and privacy legislation.

This is a very useful book bringing together many aspects of what analytics and metrics can offer a library service. It is useful both for a beginner seeking to understand the concepts of analytics, and a seasoned practitioner who can find out more about what other organisations have achieved by embracing data.

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