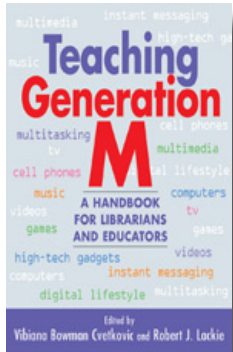


**Teaching Generation M:
A Handbook for Librarians and Educators**



Edited by Vibiana Bowman Cvetkovic and Robert J. Lackie

"This is a valuable addition to any academic library collection."

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Working with and devising quality educational resources for "Generation M" – today's group of teens and young adults born in the early 1980s through the mid 1990s – can be a challenge for librarians and instructors who may not relate well to their multitasking, technophile students. Editors Cvetkovic and Lackie answer the core questions you'll need to facilitate new and powerful learning opportunities for your Gen M audience, including:

- Who are the members of Gen M?
- What is their shared cultural experience and how does it influence learning?
- How can librarians and educators best meet this cohort's educational requirements?

Cvetkovic, Lackie and their contributors debunk common myths and misconceptions about this unique generation to provide a realistic understanding of their instructional needs and learning styles. Specifically geared toward librarians, media specialists and educators of all types, this much-needed guidebook offers unprecedented insight and instruction that will help you succeed at the head of this distinctive young class.

ISBN: 978-1-55570-667-8

2009. 6 x 9. 368 pp. \$85.00

Special Price: \$76.50

About the Editors:

Vibiana Bowman Cvetkovic is Reference Librarian and Web Administrator at the Paul Robeson Library, Rutgers University, Camden, New Jersey. Her books include *The Plagiarism Plague: A Resource Guide and CD-ROM Tutorial for Educators and Librarians* (Neal-Schuman, 2004) and *Scholarly Resources for Children and Childhood Studies: A Research Guide and Annotated Bibliography* (Scarecrow Press, 2007).

At present, Vibiana is Chair of the Children and Childhood Studies Section of the Mid-Atlantic Popular/American Culture Association. She was named one of the "Library Movers and Shakers for 2005," an annual feature of *Library Journal* that profiles "emerging leaders in the library world . . . who are innovative, creative, and making a difference."

Robert J. Lackie is Professor-Librarian at the Franklin F. Moore Library, Rider University in Lawrenceville, New Jersey, where he co-leads the Library Instruction Program and serves as Reference Collection Development Librarian.

Since 1998, Robert has provided hundreds of teacher-librarian seminars, presented frequently at conferences, and published within various professional books, periodicals, and online works. For his teaching, writing, and service to the profession, he was chosen as "2004 New Jersey Librarian of the Year," was a recipient of the "2004 Rider University Award for Distinguished Teaching," granted the 2006 ALA "Ken Haycock Award for Promoting Librarianship," and was selected for inclusion within recent editions of *Who's Who in America*, *Who's Who in American Education*, and *Who's Who in the World*.

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