challenging but, at the same time, one of the most fundamental aspects of the job. The chapter also discusses the three major phases of text analytics categorization development projects and describes the best practices within each phase. Chapter 8 takes into account social media analysis and its variety of applications, content and approaches. Moreover, it examines the requirements of doing advanced sentiment analysis and other development processes in this field. Chapter 9 reviews some of the projects undertaken in text analytics to provide more tangible understanding of the abstract concepts presented in the previous chapters.

The fourth part, "Text Analytics Applications", considers three main application areas of text analytics, namely, enterprise search, apps and social media. Its chapters offer useful hints about the very wide applications text analytics has found in each of the three broad areas discussed.

The last part of the book, "Enterprise Text Analytics as a Platform", suggests that the best overall approach to text analytics could be one that will include an enterprise text analytics platform that supports all the possible applications and not just a series of independent applications. In so doing, it discusses different approaches to text analytics in Chapter 13 and suggests that text analytics be considered as a semantic infrastructure that needs to be regarded as strategic rather than tactical. In Chapter 14, the main features of enterprise text analytics are described. The concept of semantic infrastructure is introduced as one that is more important than the tactical infrastructure most organizations try to develop, as the former will provide for the use of language or semantics in the organization by which means such services as taxonomies and other communication models are made possible. Finally, the last chapter examines the idea of a semantic infrastructure in more details, and it discusses how developing such a foundation can bring more value to the organization.

All in all, the book is a must-read for anyone dealing with unstructured content who is interested in adding value and power to their companies through using an ever-growing mass of unstructured texts. Without any doubt, this book can give the insights into and provide practical examples of the main functionalities of text analytics in an easy-to-grasp, accessible manner.

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Digital Photo Magic: Easy Image Retouching and Restoration for Librarians, Archivists and Teachers

Aimed at information professions, *Digital Photo Magic* suggests an alternative, free and low-cost software for photo editing. The programs offered are for a Windows-based

environment and are chosen for easy use. The examples are accompanied by work plans and step-by-step operating procedures. Perez highlights the best features in each program and gives tips on how best to use them for a particular project.

Introductory chapters include information on copyright and obtaining royalty-free photos. Perez stipulates the need to resolve any copyright or legal issues before using anyone else's images. There is also a list of websites that contain royalty-free photo collections. He also recommends using standardized systems and indexing to manage library photo collections, including storage and preservation practices. Concern about the accurate portrayal of visual reality is raised as well the maintenance of a collection of the original materials.

In Chapter 3, Perez takes various tasks and walks the reader through the software and the process to achieve fixes for common problems such as brightness, sharpening, noise reduction and spot removal. He then gives sequences to achieve the best post-processing fixes. One example is removing a person blocking a landscape shot of a beach and have the software fill in the background – approximate editing time of 20 s.

Image quality file formats are covered in Chapter 4. Here, there is a useful table giving the uses, benefits and drawbacks for TIFF, JPEG and PNG files. His tip for JPEG files is to save the original and then work from a high-quality copy. This is because of the high rate of degradation each time a JPEG file is saved.

The software recommendations are listed in Chapter 5 under categories of different photo-editing levels: high-end and mid-level. Also included are automated, online and special purpose photo editors. Perez indicates the usefulness of the software with a grading system.

Nine recommended software products are selected in Chapter 6, first by covering the main features in the products with then and now photos of the product in action. Next, Perez chooses a single photo and demonstrates a retouch project through instructions and screen shots using several tools. These projects include removing unwanted people and objects, complexion smoothing, adding color filters and cleaning up spots and marks on old photos.

The book is useful to all levels of photo-editing skill with the introduction of photo-editing techniques and giving ideas for improving photos for digital or print reproduction. It gives alternatives to the cost and learning curve for master programs such as Photoshop and Lightroom.

The index includes the software covered, issues such as copyright and ethical considerations and the specific operations required. The only shortcoming is that apps are not covered. However, there is an associated website with additional online resources that Perez has come across since the publication of this book. These include specialized websites, blogs and user forums. www.update4dpm.com/text/index.htm

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