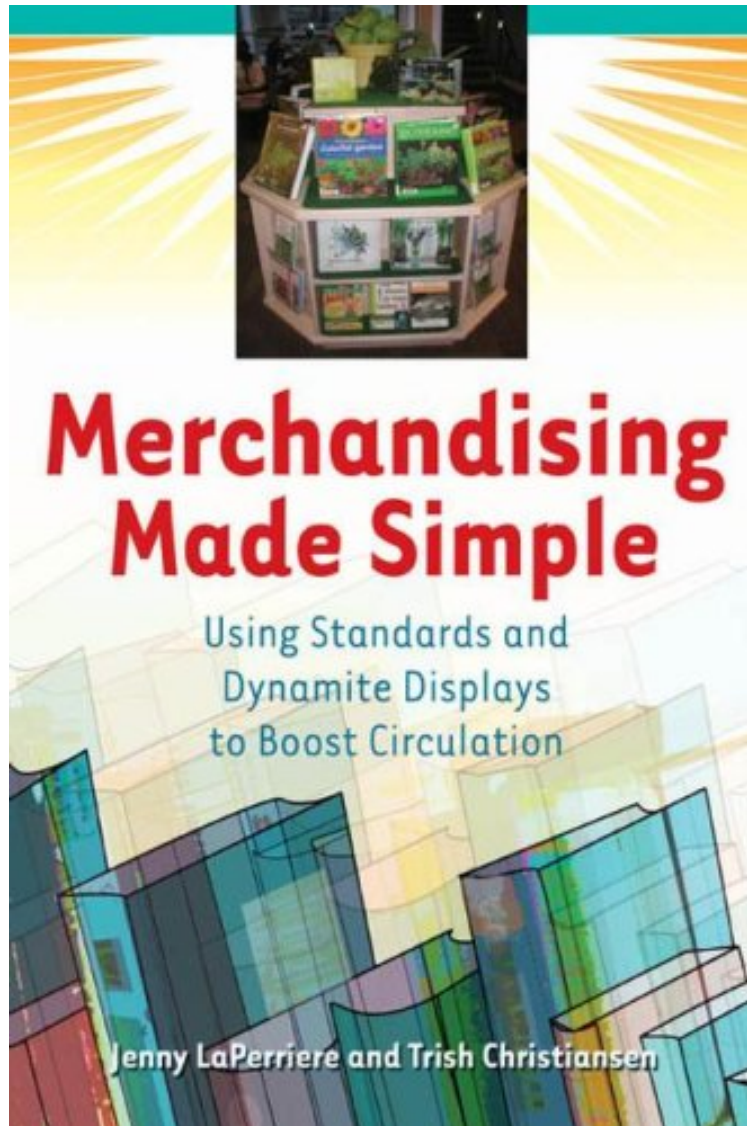


Merchandising Made Simple: Using Standards and Dynamite Displays to Boost Circulation

Jenny LaPerriere, Trish Tilly
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Jenny LaPerriere, Trish Tilly : Merchandising Made Simple: Using Standards and Dynamite Displays to Boost Circulation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Merchandising Made Simple: Using Standards and Dynamite Displays to Boost Circulation:

4 of 4 people found the following review helpful. Helpful GuideBy ButterscotchThis was a helpful resource for librarians who find themselves in the position of building multiple displays. The merchandising and display techniques

used in bookstores and general retail stores were covered, but the emphasis always remained on libraries. There were several display/merchandising photographs (all in B/W), which was helpful to start generating some display ideas. I liked how readable this book was; you could easily finish it in one or two sittings as there was nothing overly complicated about the text or examples. The authors had a good mix of experience between merchandising and librarianship. The book generated some ideas for me, and there is a list of 'starter displays' at the very end of the book. One idea I particularly liked was the use of a large yearly calendar to chart when a display will go up/come down. The other thing you'll find is that their ideas are accessible - nothing costs too much and you can use resources around you to still build great displays. If you need a book in this subject category I'd recommend this, or if you're a librarian who wants to learn more about how to effectively bring attention to your books.

Learn how to use proven retail techniques to promote your library collection, elevate your library's image, draw patrons to your space, encourage them to browse and find new materials, enhance their library experience, and boost circulation. This guide shows you how to create branding through signage, arrangement, and displays; and foster customer loyalty. The authors demonstrate how you can draw upon your entire collection—from children's and YA materials to fiction and nonfiction—to promote your library and services—without spending a lot of money. Generously supported by photographs and illustrations, this is a simple and fun approach that can produce profound and immediate results.

From School Library Journal This beginner's manual will help library staff learn how to create appealing displays with simple and inexpensive materials to promote their library's collection and increase circulation. The text reveals the trade secrets of displays, discusses how to understand library users, covers display locations, and shows how to build and maintain them. The final chapter is devoted to display ideas. Photographs abound throughout and illustrate the concepts being explained. Assignments at the end of each chapter reinforce those concepts. End notes list further reading for specific topics. The authors work at the Denver Public Library (DPL), and Christiansen has over ten years of retail merchandising experience. LaPerriere was also charged with library merchandising at the opening of the Schlessman Family Branch of DPL. Recommended for public librarians new to merchandising. Marie Bruni, Huntington Memorial Lib., Oneonta, NY Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "This beginner's manual will help library staff learn how to create appealing displays with simple and inexpensive materials to promote their library's collection and increase circulation. The text reveals the trade secrets of displays, discusses how to understand library users, covers display locations, and shows how to build and maintain them. The final chapter is devoted to display ideas. Photographs abound throughout and illustrate the concepts being explained. Assignments at the end of each chapter reinforce those concepts. End notes list further reading for specific topics. Recommended for public librarians new to merchandising." - Library Journal "The authors of this useful book compare libraries to retail stores and suggest that libraries would do well to market the merchandise housed within their walls I am very excited about the authors' ideas and cannot wait to try some of them. If you are looking for ways to get more books, periodicals, and audiovisual materials into the hands of your staff and students, this book will make an excellent addition to your professional materials." - Library Media Connection "Libraries looking to increase circulation and connect teens and books will find this reference useful." - VOYA "LaPerriere and Christiansen have in a slim, readable volume supported the contention that libraries can effectively market their collections with simple, effective, practical, and affordable merchandising techniques. This book is an essential addition for enhancing any library's professional collection." - Reference User Services Quarterly About the Author Jenny LaPerriere is Senior Librarian at the Schlessman Branch of the Denver Public Library. Trish Christiansen is a former retailer (e.g., The Disney Store, The Gap) who currently works in the Reference Department at the Central Branch of the Denver Public Library. Both have used merchandising techniques to promote their collections and build circulation, and they present workshops on this topic throughout the state.