

LaPerriere, Jenny and Trish Christiansen. *Merchandising Made Simple: Using Standards and Dynamite Displays to Boost Circulation*. CT: Libraries Unlimited, 2008. 137p. \$36.00 (ISBN: 978-1-59158-561-9)

Jenny LaPerriere and Trish Christiansen share their merchandising expertise in this thorough, useful resource. Information is provided on the following: understanding your customers, following library traffic flow, learning the two types of merchandising, finding where and when to merchandise, using creative and inexpensive tools, discovering how merchandising should look, remembering to maintain it, inspiring staff to get onboard, measuring success, and sharing merchandising examples.

The authors take a retail vision and apply it to libraries while understanding the differences (money constraints, space issues, varied purposes, etc.) between the two organizations. For example, many of the chapters start with a retail example and then that example is incorporated for use in libraries. Summaries at the end of each chapter named “face-out assignments” are helpful in reemphasizing what needs to be done. This is a good source for not only those staff members who are just starting to merchandise but also those members who have more experience. *Merchandising Made Simple: Using Standards and Dynamite Displays to Boost Circulation* is useful to those professionals (public, academic, special, and school librarians) who want to get those little known and underused collections moving.

Jenny LaPerriere is the Senior Librarian at the Schlessman Family Branch of the Denver Public Library and has been a director of two small libraries as well as head of technical services and a Catalog Librarian in her fifteen year career. Trish Christiansen has worked for a number of retail companies with over fifteen years merchandising experience. Trish works for Denver Public Library, as well.

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