

## **Review Questions**

## Chapter 13: Collection Promotion and Merchandising

- 1. Why does Disher believe that libraries should merchandise and promote their collections?
- 2. List the classification systems mentioned in this chapter.
- 3. What types of collection merchandising and promotion are mentioned in the chapter?
- 4. What is fronting?
- 5. What are slatwalls, gondolas, and dump displays?

