



## Review Question Answers

### Chapter 13: Collection Promotion and Merchandising

1. Why does Disher believe that libraries should merchandise and promote their collections?
  - a) *To make the library more attractive*
  - b) *To improve access*
  - c) *To meet user expectations*
2. List the classification systems mentioned in this chapter.
  - a) *Dewey Decimal system*
  - b) *Library of Congress system*
  - c) *Book Industry Standards and Communication system*
3. What types of collection merchandising and promotion are mentioned in the chapter?
  - a) *Displays*
  - b) *Face-outs*
  - c) *End caps*
  - d) *Multiple copies*
  - e) *Fronting*

4. What is fronting?

*Pulling the book spines out to an even line on the front of the shelf*

5. What are slatwalls, gondolas, and dump displays?

*A slatwall is a piece of paneling, usually made of wood, on which horizontal slots are carved out*

*Gondolas are wood book holders that are normally four-sided or pyramidal in appearance and smaller than the traditional book range. Many gondolas have shelves that tilt slightly to allow face-outs and can be useful in automatic fronting, particularly for mass-market paperbacks*

*A dump display is usually made of cardboard or plastic, and are meant to be temporary shelving units for promoting an item*