

## Bibliography and Bookmark File

### Show It Off: Increasing Circulation through Merchandising

#### Merchandising

Hennah, Kevin. Public Libraries Image Handbook. Melbourne : State Library of Victoria and Australian Retailers Institute Victoria, 2005.

This book from retail consultant Kevin Hennah is full of ideas for transforming a library on a budget. As a preview, read

[Merchandising & space management for libraries.](#)

[www.alia.org.au/groups/aliasa/kevin.hannah.pdf](http://www.alia.org.au/groups/aliasa/kevin.hannah.pdf)

Rippel, Chris. [What libraries can learn from bookstores: Applying bookstore design to public libraries](#), 2003

[www.lyponline.com/infocus/in\\_focus.htm](http://www.lyponline.com/infocus/in_focus.htm)

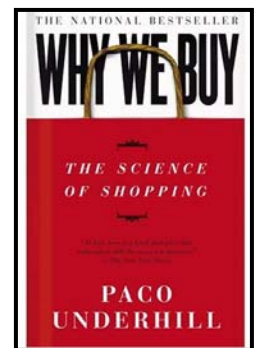
Chris Rippel of the Central Kansas Library System offers a comparison of libraries and their retail cousins. In the spotlight are sounds, layout, staffing costs, and even smells. This was originally written to support of a 2003 Kansas Library Association conference program.

Underhill, Paco.

Why we buy: the science of shopping. New York : Simon & Schuster, 1999.

[www.envirosell.com](http://www.envirosell.com)

Underhill adapted anthropological techniques to the world of retail and forged an innovative career with the consulting firm Envirosell. Underhill argues that retail design based on observation of shoppers and stores holds the key. For example, since bookstore shoppers like to browse, baskets should be scattered throughout the store to make it easier for customers to carry their purchases.



Envirosell. [San Jose and Hayward Pubic Libraries: Final Report, 2/17/2007](#)

[www.sjlibrary.org/about/sjpl/sjway/SVPL-HPL\\_final\\_report.pdf](http://www.sjlibrary.org/about/sjpl/sjway/SVPL-HPL_final_report.pdf)

Paco Underhill's company, Envirosell, studied the behavior of customers at several California libraries.

Weaver, Stephanie. Creating great visitor experiences: a guide for museums, parks, zoos, gardens, & libraries. Walnut Creek, CA: Left Coast Press, 2007.

Weaver breaks the visitor experience down to eight steps and provides practical guidance to museums and related institutions on how to create optimal visitor experiences for each of them. In a workshop-like format, she uses multiple examples, exercises, and resource links to walk the reader through the process.

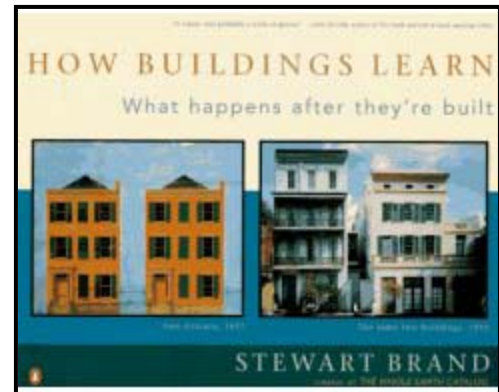
Woodward, Jeannette. *Creating the customer driven library: building on the bookstore model*. Chicago: American Library Association, 2005.

Woodward, director of the Fremont County Library System in Wyoming offers a timely and thought-provoking analysis of the contemporary book superstore phenomenon in order to arrive at suggestions not only for improving library service but also for enhancing marketing and promotion techniques by taking cues from the customer-driven philosophies of bookstores.

## **Buildings**

Brand, Stewart. *How buildings learn: what happens after they're built*. New York: Viking, 1994.

All buildings are forced to adapt over time because changing surroundings and the life within--yet very few buildings adapt gracefully, according to Brand. This informative, innovative handbook sets forth a strategy for constructing adaptive buildings that allows for continuous adjustment and maintenance. There are several analyses of library buildings.



## **Fixtures**

Major library furniture suppliers are now carrying more retail style library fixtures and slat wall accessories.

In addition you might also try:

[Franklin Fixtures](http://www.franklinfixtures.com), West Wareham, MA  
[www.franklinfixtures.com](http://www.franklinfixtures.com)

[Pan American Fixtures](http://www.panamericanfixtures.com), Albuquerque, NM  
[www.panamericanfixtures.com](http://www.panamericanfixtures.com)

[Clear Solutions](http://www.cleardisplays.com), Hinsdale, NH (slat wall accessories)  
[www.cleardisplays.com](http://www.cleardisplays.com)

## **Library Staff Training in Merchandising**

Baltimore County Public Library. [Merchandising Strategies](#) (notebook and DVD). Towson, MD: Library Video Network, 2005.

[www.lvn.org](http://www.lvn.org)

Learn how to merchandize your library's collection and increase circulation and customer satisfaction. Detailed, step-by-step instructions give you the skills you need to create vibrant displays that grab customers' attention. This 22-minute DVD comes with a manual of tips and instructions.

Barefoot, Ruth. [Merchandising That Works](#). San Jose Public Library (CA)

[learning.libraryu.org](http://learning.libraryu.org)

Free online course takes about an hour to complete. It is offered through LibraryU, a web-based training for library staff and their patrons, supported cooperatively by the Illinois Library Systems and the Illinois State Library with funding from the Bill and Melinda Gates Foundation.

[Library Merchandising](#) Blog and Flickr account

[www.librarymerchandising.blogspot.com/](http://www.librarymerchandising.blogspot.com/)

Jenny LaPerriere and Trish Christensen of the Denver Public Library (CO) post photos and blog about library merchandising.

[Trading Spaces: Reinventing the Library Environment](#)

[www.sjrlc.org/tradingspaces](http://www.sjrlc.org/tradingspaces)

Mount Laurel Library is the NJ statewide demonstration site to show retail style merchandising in a public library setting. They've posted merchandising tip sheets, staff training materials for merchandising, getters and walk throughs, and lots of before and after shots embedded in numerous PowerPoint presentations.

## **Evaluating Circulation**

Grenier, Tony and Bob Cooper. Analyzing library collection use with Excel®. Chicago: American Library Association, 2007.

This hands-on guide shows how to set up customized spreadsheets and processes all data into usable summaries. Librarians responsible for collection development in public, school, academic, and special libraries will learn why analyzing collection use is important and how they can analyze that use to better serve their patrons.

Visit the companion website for this book at [excelbook.pbwiki.com](http://excelbook.pbwiki.com)

## **Change Management**

Kotter, John P. Leading Change. Boston: Harvard Business School Press, 1996.

Hiatt, Jeffrey M. Employee's Survival Guide to Change. Loveland, CO: Prosci Research, 2004.