

A BOOK SALE HOW-TO GUIDE: MORE MONEY, LESS STRESS. Ditzler, Pat and Dumas, JoAnn. Chicago: American Library Association, 2012, xiv+97 pp., \$40.00, ISBN 978-0-8389-1074-0 (paper), 978-0-8389-9403-0 (PDF).

In this revision of their 1999 self-published *Book Sale Survival Kit*, Ditzler and Dumas offer readers the benefit of their combined 40-plus years' experience conducting book sales at three libraries around the United States. Created by public library affiliates (Ditzler is a former trustee of the Lancaster, PA library, and Dumas has been a friend of the Potsdam, NY and Oro Valley, AZ libraries) for their peers, this guide discusses book sales as fundraisers for libraries and non-profit organizations.

Clearly based on their earlier publication, this update rearranges material to guide readers step-by-step through the logistics of book sale operation from planning through execution. In the new introduction, the authors liken running a book sale to staging a dramatic production, given the significant amount of work involved before and during the actual event. Thus the ten chapters bear cutesy theatrical titles, with subtitles more closely reflecting content. The first chapter, for example, is titled "The Main Attraction: Getting Book Donations." The next eight chapters are organized around issues relating to pre-sale storage, committee meetings and member responsibilities, recruiting volunteers, sorting inventory, pricing, scheduling and publicity, managing sale days from setup to cleanup, and accounting. The final chapter covers "other book sale opportunities," including how libraries can conduct mini-sales and online sales, establish year-round bookstores, or regift to other nonprofits. Previously-appended sample documents—most of which are available on the ALA Editions Web site as downloadable, editable forms—have been incorporated into the relevant chapters.

The five appendices are not as well-organized, comprehensive, or useful to library professionals, who tend to be better versed in library supply vendors, bibliographic terminology, used book dealer sites, and collection and reference resources than the average trustee or friend. Nevertheless, the main content should be required reading for anyone tasked with coordinating a book sale.

In addition to providing a thorough overview of the stages of the book sale process, Ditzler and Dumas share insights and tips from their personal experience in each chapter. Although unable to anticipate all challenges that may be encountered, they include numerous finer points that might not occur to less experienced sale organizers. The process described in this manual may be more elaborate than can be carried out with the time and resources allotted to a small committee of academic library personnel. The sound, practical advice is scalable, however, allowing readers to select and adapt recommended practices as befits their circumstances.

Written in an informal, readable style, the text of this book is as straightforward as its title. Chapters are presented in bite-size chunks of information with descriptive section headings in bold for easy skimming. As to the book's subtitle, "more money" is questionable: The authors cite only a few select sales figures intended to demonstrate that their book sale revenues have increased over the years. "Less stress," on the other hand, seems virtually guaranteed as the authors cover nearly every aspect of the book sale imaginable.

Twice as long and over a decade more recent than comparable publications, Ditzler and Dumas have produced the foremost handbook available on library book sales. Though treating the subject from the perspective of public library friends' groups (one of the few mentions of academic institutions is as a source of additional donations to public library sales), the information can be easily adapted and applied to college, university, and research libraries. This instructive guide would be useful to librarians charged with launching a book sale, as well as those interested in revitalizing book sale events of long-standing tradition. While this book isn't essential to every collection, it is a highly valuable resource for any individual or institution planning to hold a new or established, one-off or recurrent, book sale.

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