

specialties generally not taken into consideration, such as dentistry and mental health.

As the editors state, this work is not meant to be read cover to cover but rather to be consulted as a reference book. Written in scholarly style and heavily documented, it would be very useful for instructional and academic environments. In one volume, researchers in allied health fields, education, and library science will find a wealth of information. This book is also a good resource for consumer health and public librarians working with the general public. General hospital librarians will also find this to be a “nice to have” resource.—*Connie Kroll, Librarian, Reynolds Hospital, Lawton, Oklahoma*

Merchandising Made Simple: Using Standards and Dynamite Displays to Boost Circulation. by Jenny LaPerriere and Trish Christiansen. Westport, Conn.: Libraries Unlimited, 2008. 137p. \$36 (ISBN-13 978-1-59158-561-9).

As long as libraries have existed, librarians have attempted to present their collections in such a way that their patrons will eagerly borrow them, not just to boost circulation, but also to make sure their patrons find the library material they are seeking. One term for this activity is library marketing, but can it also be called library merchandising? Jenny LaPerriere and Trish Christiansen think so. In their book *Merchandising Made Simple: Using Standards and Dynamite Displays to Boost Circulation*, the authors, long-time public librarians in Denver, use retail terminology and techniques to describe and create library displays that any library patron will love (not to mention browse, read, and borrow from).

With the use of examples of their own library displays, as well as examples of analogous retail displays, the authors provide all types of librarians with essential retail techniques to highlight their collections, encourage patron browsing, and promote positive library visits. The authors write in a clear, concise style that is easy and enjoyable to read; they also supply numerous photographs of library and comparable retail displays as well as useful chapter summaries (or “face-out assignments,” as the authors call them). The final chapter contains a very resourceful, alphabetically arranged display guide by certain popular subjects, such as car care, traveling, and crafts.

LaPerriere and Christiansen have—in a slim, readable volume—supported the contention that libraries can effectively market their collections with simple, effective, practical, and affordable merchandising techniques. This book is an essential addition for enhancing any library’s professional collection.—*Larry Cooperman, Librarian, Everglades University, Altamonte Springs, Florida*

Opportunity for Leadership: Full and Informed Participation. By Mark Winston. Westport, Conn.: Libraries Unlimited, 2008. 109p. \$40 (ISBN: 978-1-59158-387-5).

In *Opportunity for Leadership*, Mark Winston explores the well-known dictum that a democratic society should be

an informed one. When citizens have access to information, they are able to make better decisions; indeed, information inspires us to be more dedicated to civic participation, the result of which is a more democratic society. Winston addresses the cultural, racial, and economic obstacles that often limit our ability to be informed.

Winston opens his book by examining a pivotal case in America’s history: *Brown v. Board of Education*. He explains the arguments waged both for and against integration and quotes extensively from the Supreme Court’s final decision. By illustrating his thesis with this trial, Winston presents a powerful argument that “access to [quality] education is necessary for all, in contribution to and participation in society” (7), simply because informed participation is always more desirable than the alternative.

Winston next explains that limiting access to information—even when it is deemed offensive or “hate mongering”—can be as harmful as refusing access altogether because if the “focus” is on “silencing the offensive voices” (12), potentially valuable conversations on controversial or difficult issues are prevented. He chooses interesting and current examples to make this point, such as the battle between the Federal Communications Commission and Howard Stern; the National Organization of Women’s call for Don Imus’s termination; and Jerry Falwell’s assertion that pagans, abortionists, feminists, gays, and lesbians were responsible for the terrorist attacks of September 11. Any time we attempt to “protect various segments of society by limiting access to information” (20), we do a disservice to both society and democracy.

Moreover, the free exchange of ideas leads to “better and more precise decision making” (43). This principle applies to almost anything, be it the death penalty, politics, or decisions regarding personal choice. Books and films such as *Dead Man Walking*, *The Green Mile*, and *In Cold Blood* have exposed the public to “what some might view as the barbarism” of the execution process (46–47). Information about birth control has led to fewer pregnancies and sexually transmitted diseases (80). *The Daily Show* often induces more cynicism about the status quo and disrupts complacency with established procedures (93–94). Hence, our ability to make an “informed and ethical decision” depends upon our having access to quality information (73).

Mark Winston’s book is insightful and timely. His clear and compelling account of *Brown v. Board of Education* highlights his extensive knowledge of the decision. Additionally, his comprehensive documentation and thorough index will be valuable aids for researchers.

Although the topic of this book is relevant to librarianship in the broadest sense, since we all want a country in which an informed citizenry works together to participate in democracy, its thesis never specifically draws librarianship into its context. Because of this, *Opportunity for Leadership* might not be as helpful a choice for library science collections as Ed D’Angelo’s *Barbarians at the Gates of the Public Library* (Library Juice Press, 2006) or even John Buschman’s *Dismantling the Public Sphere* (Libraries Unlimited, 2003). However, it would