

Practical Uses for “Book of the Day”

Let BCCLS Book of the Day work for you! The uses of the “Book of the Day” titles are as vast and varied as your imagination.

Here are some ideas – if you have more, please let us know how you’ve used “Book of the Day”.

Impulse Buying

Set up a display of the BCCLS “Book of the Day” at the circulation desk and watch it go out immediately.

Then pick another title to display and watch it go out also.

Suggestion: The display doesn’t have to be a book. Set up a DVD or CD of the Day. Just put the item with a sign at the front desk and watch it circulate.

Book of the Day Displays

All of the featured “Book of the Day” titles are archived back to 2003. You can also view titles that are scheduled as future “Books of the Day” by clicking on the “View Future Books of the Day” link on the BCCLS Staff web site or by following this link:

<http://www.bccls.org/cgi-bin/mysql/BOTD/archiveLV.pl>

Over the years the “Book of the Day” has featured classics, holiday books, mysteries and suspense, literary fiction and ‘how to’ books. Authors have been memorialized, whimsical events tied to books and young adult books brought to your attention. With 365 books posted per year there is something for everyone.

Readers’ Advisory

The “Book of the Day” can also provide a quick way to recommend a book to a patron. All “Books of the Day” come recommended by readers, so you know that someone enjoyed reading them! They also span all genres and target audiences.

Collection Development

Did your library miss a book? For a title to become a “Book of the Day”, it must be positively reviewed and available in at least 15 BCCLS libraries.

Here’s a marketing tool made for you!