



**GUSTA & GUSTO™**  
PUBLISHING HOUSE

## Reading Tips to Support Sales – For Bookstores

These suggestions support booksellers in featuring and recommending the

- **English Edition:** *„Gusta & Gusto – Horns & Hearts in Rhino Country – Book 1“*
- **German Edition:** *„Gusta & Gusto – Hörner & Herzen im Nashornland – Band 1“*

We are happy to provide you with free additional material.

### **In-store placement ideas:**

- At the new releases section – for example, with the note: “A wild friendship tale for all ages”
- With other books on friendship and courage
- With regional children’s books and international stories
- For themed displays: Wilderness / Animals / Adventures / Peace
- In the section “Stories with striking illustrations” – also suitable as a gift

### **Active Book Recommendation**

Ideal for customers seeking heartwarming, humorous, and imaginative content.

Also suitable as a gift for children, parents, grandparents, or educational institutions.

*Example for staff suggestion:*

*“If you’re looking for something warm and funny for both kids and adults, we have **Gusta & Gusto – Horns & Hearts in Rhino Country – Book 1**. It’s a beautifully illustrated story about friendship and courage.”*

### **For Your Customers: Free QR codes A and B**

Ideal for those who wish to get to know the book first, or as a bonus with the purchase.

**QR Code A:** Information, downloads and selected extras for *Gusta & Gusto – Book 1*.

**QR Code B:** Educational resources, downloads and selected extras for the *Gusta & Gusto Series and Book 1*, for schools and educational institutions.

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**Gusta & Gusto Publishing House**

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