



**GUSTA & GUSTO™**  
PUBLISHING HOUSE

## Reading Tips to Support Sales – For Booksellers

These suggestions support booksellers in featuring and recommending the titles:

- **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 our download section.

### **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, compassionate, 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 customers who wish to explore the book beforehand, or as a complimentary bonus with the purchase. → **Booksellers will find the QR codes in the download section.***

**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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<http://gusta-gusto.com/booksellers>