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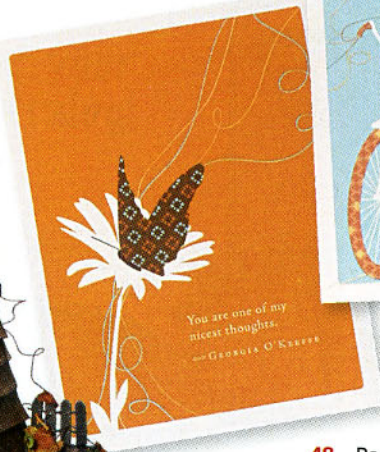
54 Wisdom of the Crowd



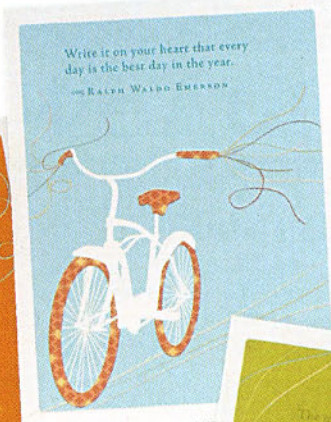
40 Boo Who?



48 Paper Trail



48 Paper Trail



## features

### 40 Boo Who?

Halloween remains a popular decorating holiday, but this year, price point will play a larger role than ever. See the newest scary finds and learn the tactics other retailers are using to catch customers in their sales web.

### 48 Paper Trail

Lead the way to your stationery department with a variety of greeting cards, gift books and other writing accoutrements that will have customers clamoring for more.

### 54 Wisdom of the Crowd

Online reviews are shaping the way today's consumers shop. Learn why it's important to be proactive in building your shop's positive customer reviews and how you can do damage control with negative reviews.

## on the cover

Halloween stacking boxes from Valley Road Primitives, 516-944-8509.  
Photography by Brian Nightengale.  
Styling by Nancy Borsodi.

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