

It's Not A Dog Training Book...

Charlotte Reed, experienced pet parent, pet care specialist and *Pet Business* columnist, shares her knowledge of the best practices for flawless canine etiquette.

What is the difference between pet etiquette and dog training?

Dog training is really about controlling a dog in a variety of situations. A pet owner teaches their dog to sit, they teach their dog to come—those are all control exercises. Pet etiquette is more about using dog training along with common sense to promote good manners for both the dog and dog owner.

What are some of the topics that *The Miss Fido Manners Complete Book of Dog Etiquette* covers?

The book's topics are what makes it really unique and exciting. It covers a variety of situations that a pet owner might experience with their dog. For instance, chapters include "Grooming and Dressing," "Eating Out with Elegance" and "Four-Legged Wedding Guests," to name a few. One of my favorite chapters is "Being a Good Sport at the Ballpark." Lots of the major league baseball teams now allow dogs into the stadiums, and it's important that pets and pet parents know how to act while enjoying the game.

There are also chapters about being a good neighbor, about how to treat the pet professionals in your dog's life, about dog-child interaction, and about death, custody and relinquishing a pet.

Why should pet specialty retailers carry *Miss Fido Manners*? How should these retailers merchandise the book in their stores?

Pet specialty retailers can really benefit from selling this book for several reasons. First, each chapter has a product

resource guide that features items that pet owners can incorporate into their lifestyle with their pets. People really want products that make their lives easier, and this book is a great resource guide for those products. Some of the larger stores that carry a lot of product can even display the book with some of the products that are highlighted in the resource guide.

The other thing that is great for retailers is the small section in the book called "Pet Protocol in Retail Establishments." Because pet stores always have animals frequenting the aisles, there are certain behaviors pet store owners have to deal with on a daily basis—for instance, customers bringing in dogs that urinate on the floor and lick, chew and taste the merchandise. This book explains to pet owners why these behaviors are inappropriate. So, by selling the book, retailers are actually telling their clients how to treat them.

It's an item that should be displayed at the cash register because it can be up-sold by retailers, and it should also be in the book section.

What are some of the current trends in society that makes a book like yours relevant and necessary?

People are incorporating their dogs into many aspects of their lifestyle. People are including their pets in holiday celebrations, bringing their pets to Take Your Dog to Work Day, incorporating their dogs into their weddings and traveling all over the world with their pets. Because of all these trends, there is a need to teach pet owners the proper etiquette to follow when doing all of these things.

In the end, the book is really about how pet owners can have a better relationship with their dog by including him in a lot of things that they do. **PB**



(Left) Charlotte Reed and pooch Hudson smile for the camera. (Above) *The Miss Fido Manners* book cover.