

Textbooks

Why so EXPENSIVE?

Publishers Goal:

Every student should buy a new
book every semester

One-term use

- Legitimate
 - Lab manuals
 - Workbooks
- Loose pages, three-hole punched
- Tear-out pages
- CD's or flashdrives that get lost
- Access codes that expire
- E-books that expire

New editions

Adopt different textbooks

Bundling

Several study aids in one package with one ISBN
One component of the package expires after one
use

Lab Manual

Workbook

Access Code

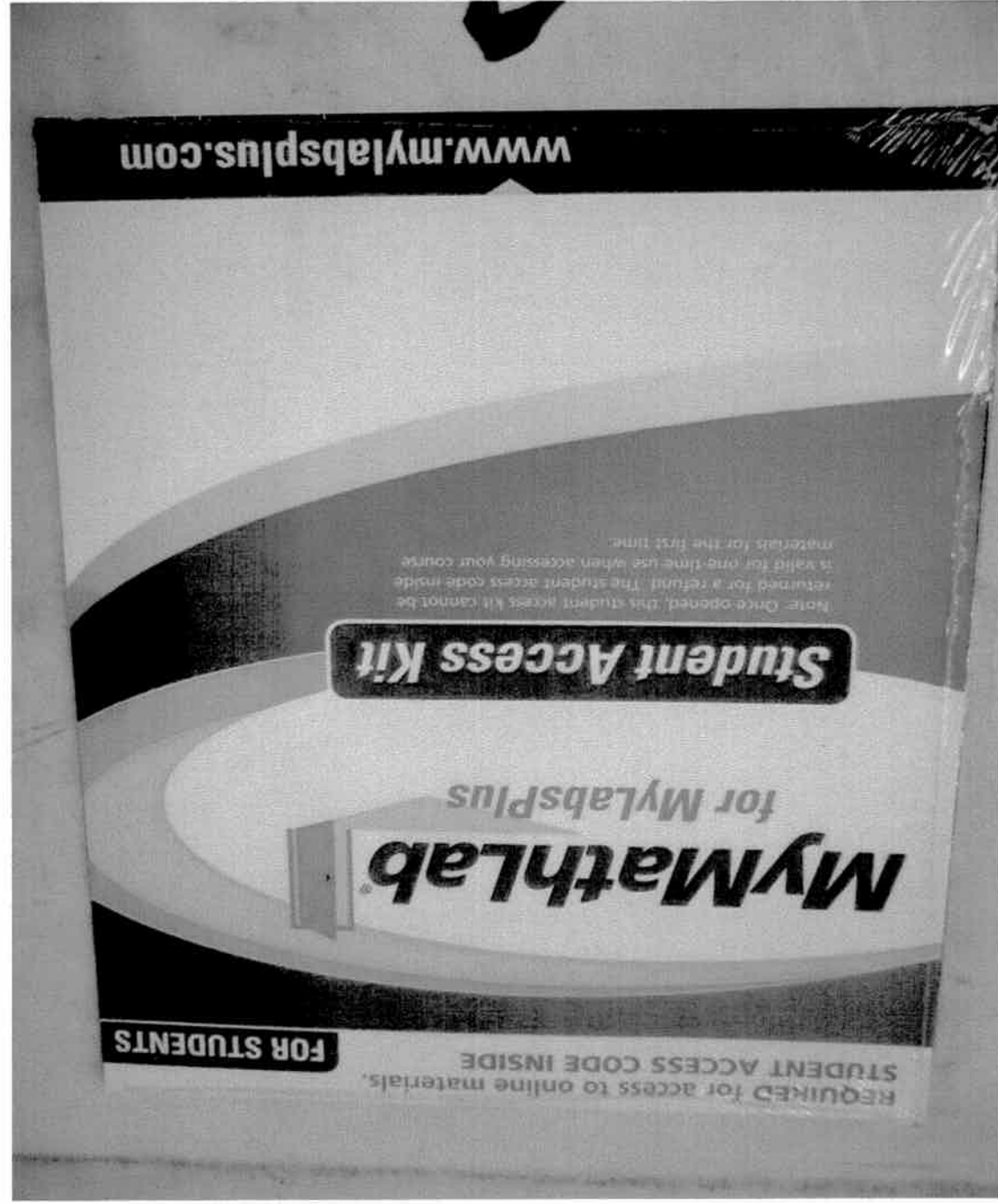
Student must buy the whole package each
semester

Custom Textbook

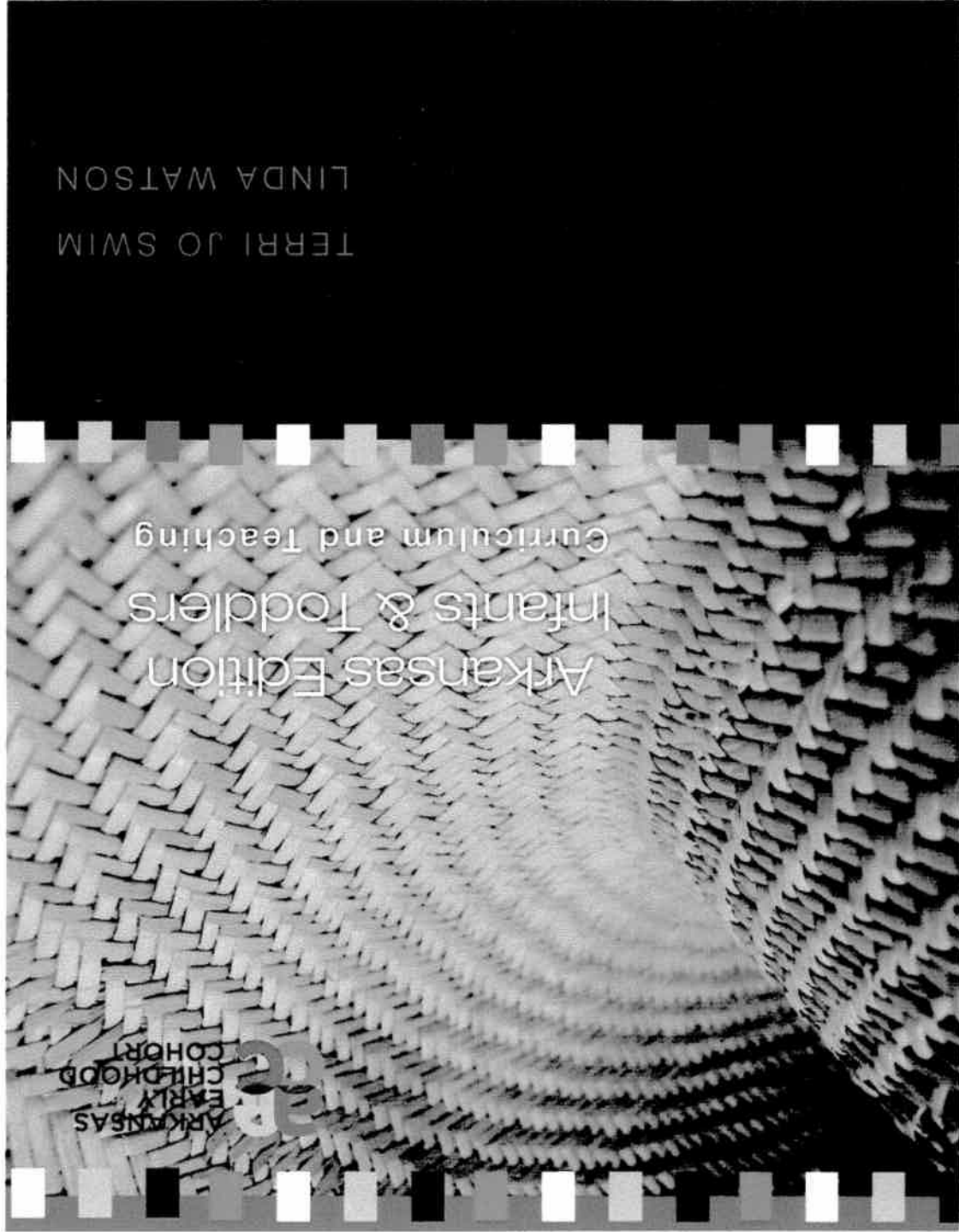
Local use only

Limited re-sale market

Freshman
Mathematics
New only
\$78.95
access code
only
no buy back



Infants and
Toddlers
New only
\$151.95
loose pages
custom book
access code
no buy back





Student User Guide - Account Code

Account Code Creation - Account Code

To get started, you will need to create a new account. You can do this by following the steps in this guide. You will need to have a valid email address and a valid phone number.

Always use an account with a unique email address. You can create a new account with a unique email address. You can also create a new account with a unique phone number.

Step 1: Enter your access code
The first step is to enter the access code provided to you.

1. Your access code is:

PP13ZSSP38ZBAN

Step 2: Account Information
Next, simply enter your personal account information. As part of this step, you also have the opportunity to sign up to receive information and take advantage of exclusive

Step 3: Select your institution
Finally, select the institution where you plan to attend school.

Buyback: \$42.00

Used: \$95.00

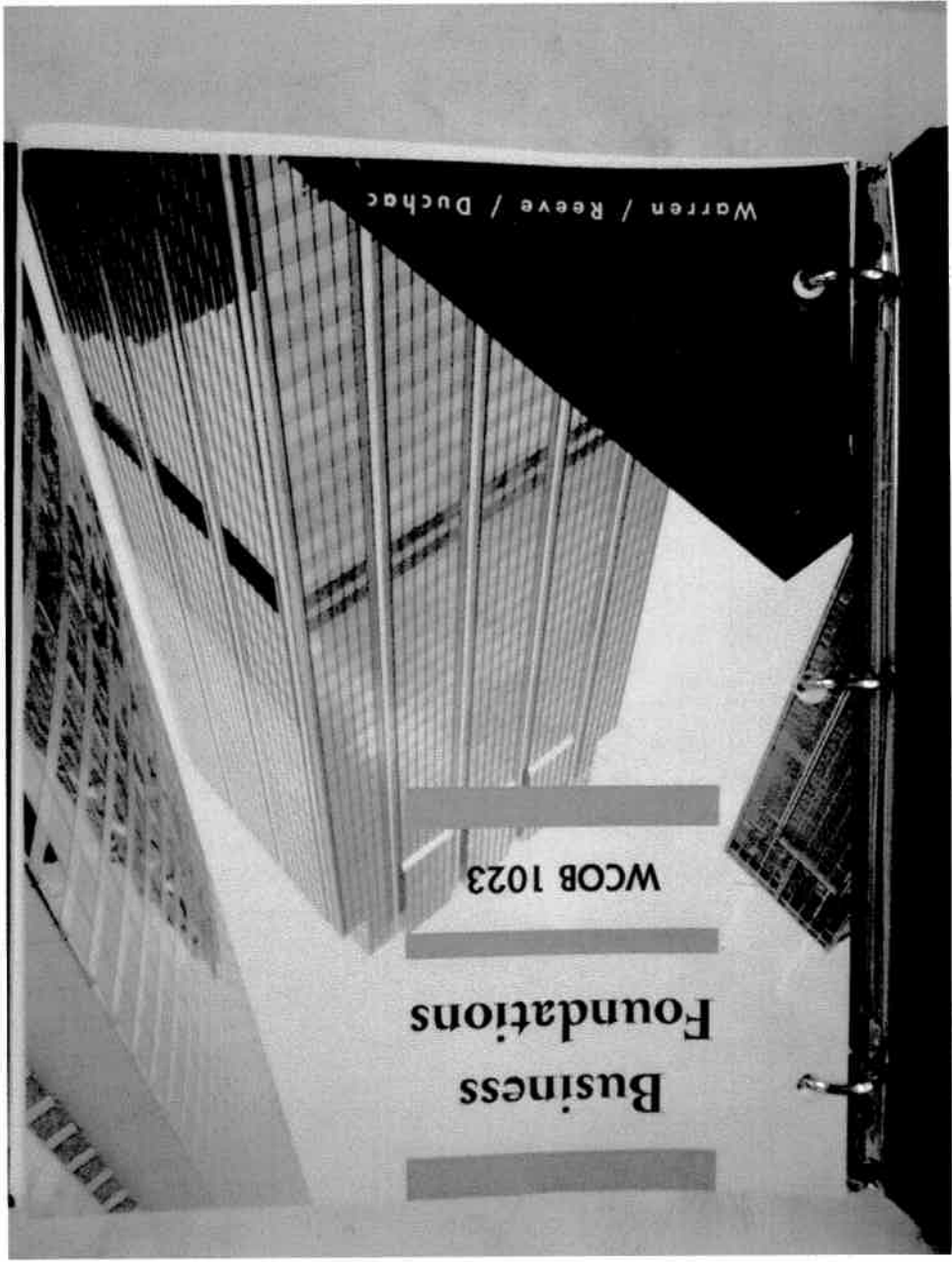
Buyback: \$65.00

New: \$130.00



**Business
Foundations
New only
\$80.00**

loose pages
custom
access code
no buy back

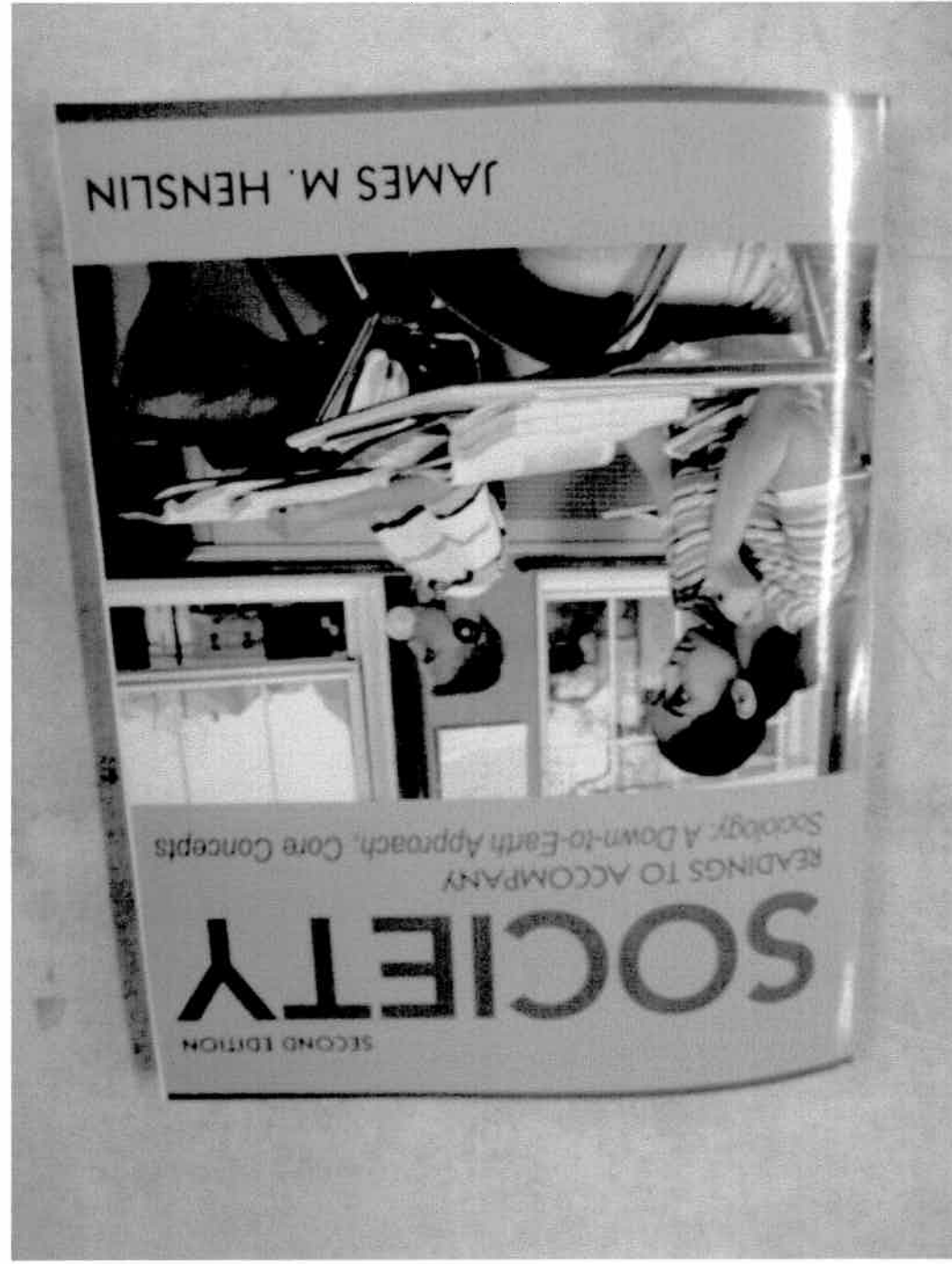


Warren / Reeve / Duchac

WCOB 1023

**Business
Foundations**

Part 1 of a
Sociology
Bundle



Rest of the

Bundle

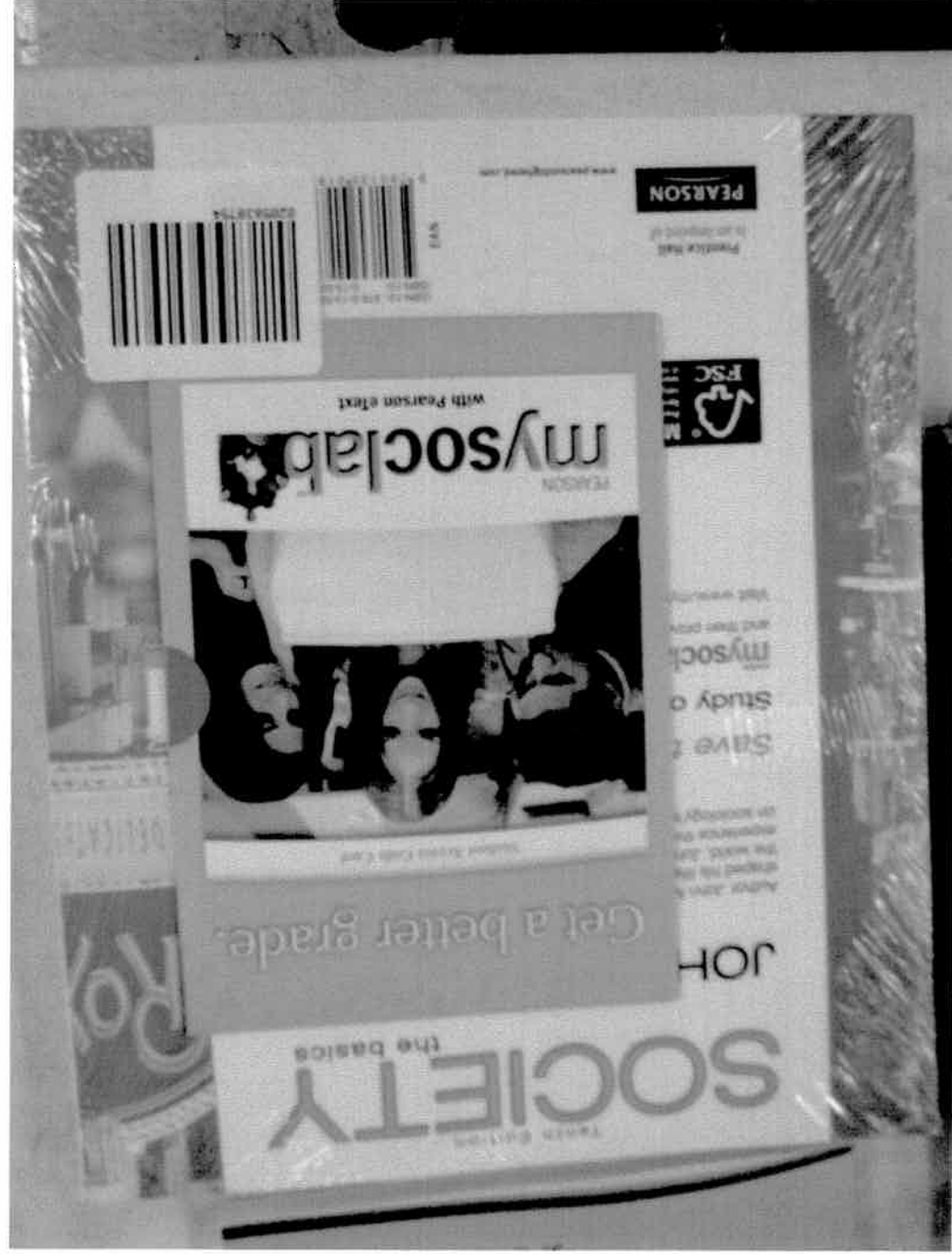
New \$107.00

access code

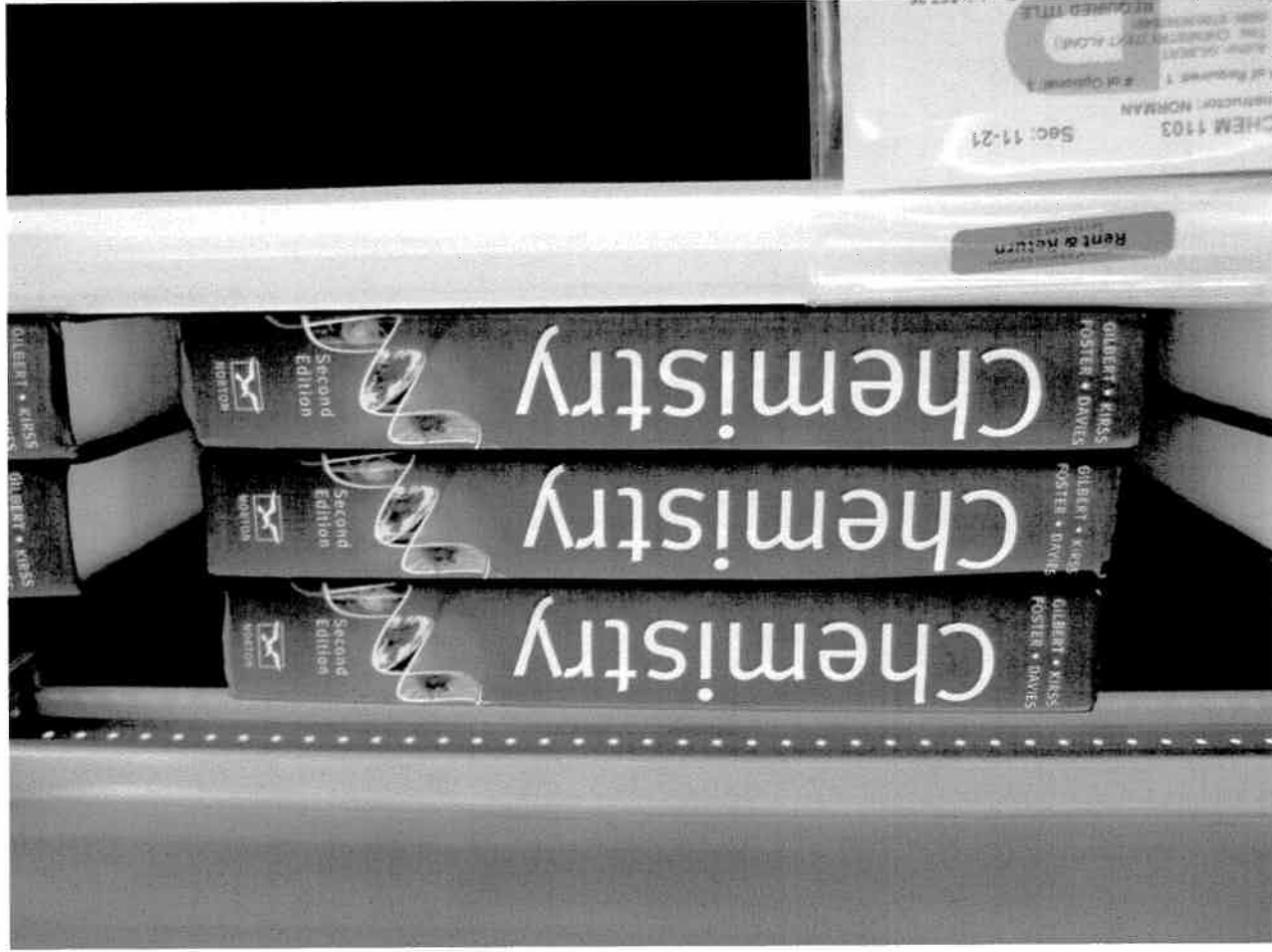
(not used)

textbook

Buyback: \$53.00



Chemistry Textbook
New \$156.00 Used \$113.00



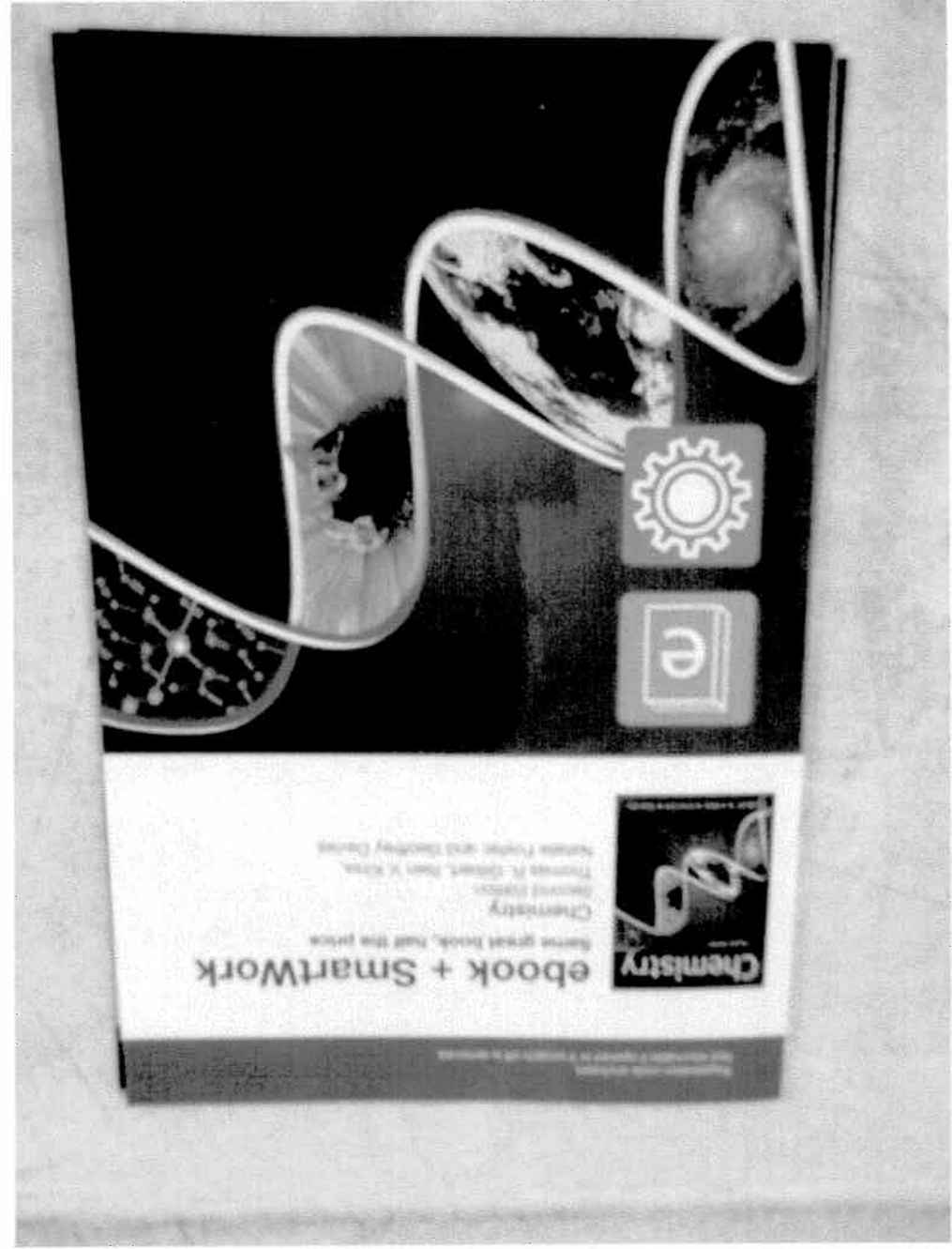
No buy back

\$52.50

New only:

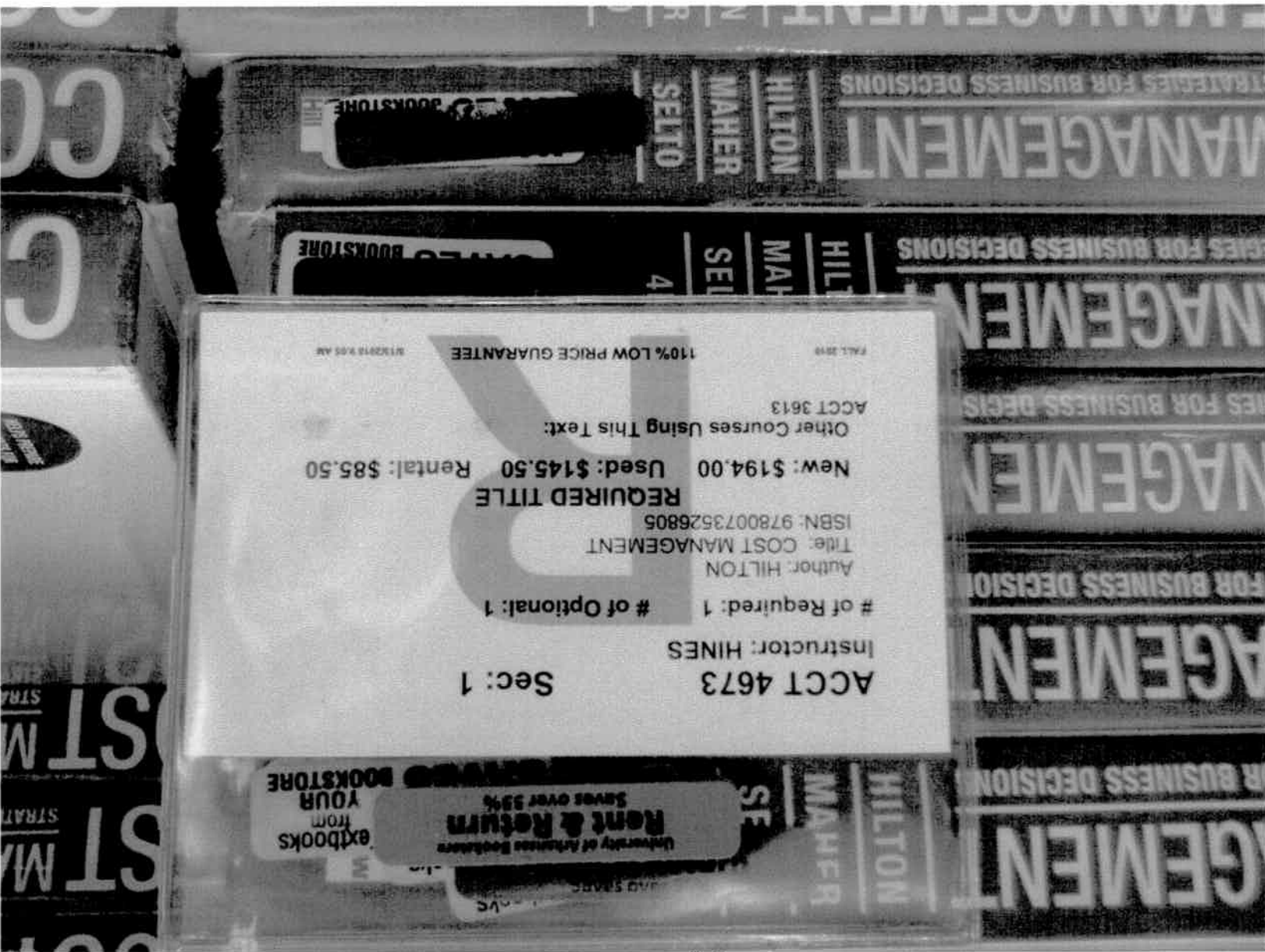
E-book

Chemistry



Chemistry Text Net Cost

- Semesters used: 2
- Price new: **\$156.00**
- Buy back: **\$78.00**
- Net Cost: **\$78.00** Net per semester: \$39.00
- Used Price: **\$113.00**
- Buy back: **\$56.50**
- Net Cost: **\$56.50** Net per semester: \$28.25
- E-book: **\$52.50** Net per semester: \$26.25
- Buy Back: **\$0.00**
- Rental: **\$67.25** Net per semester: \$67.25



Cost Management Textbook

Cost Management Text

- Semesters used: 1
- Price new: **\$194.00**
- Buy back: **\$97.00**
- Net Cost: **\$97.00** Net per semester: **\$97.00**
- Used Price: **\$145.50**
- Buy back: **\$72.75**
- Net Cost: **\$72.75** Net per semester: **\$72.75**
- E-book: **\$141.25** Net per semester: **\$141.25**
- Buy Back: **\$0.00**
- Rental: **\$85.50** Net per semester: **\$85.50**

Good News

Custom, one-time use

(tear out pages) \$45.00

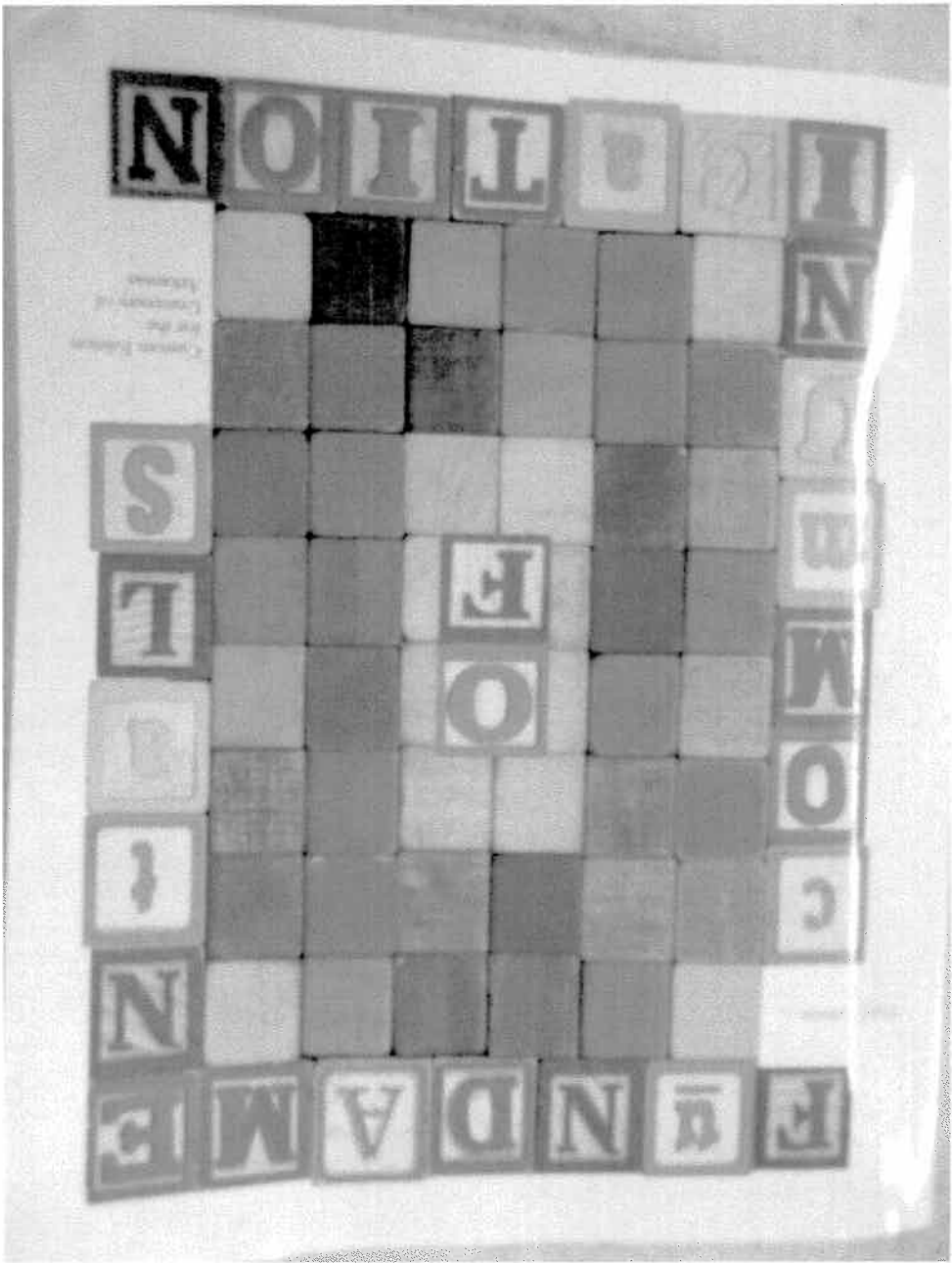
Custom, one-time use

(no tear outs),

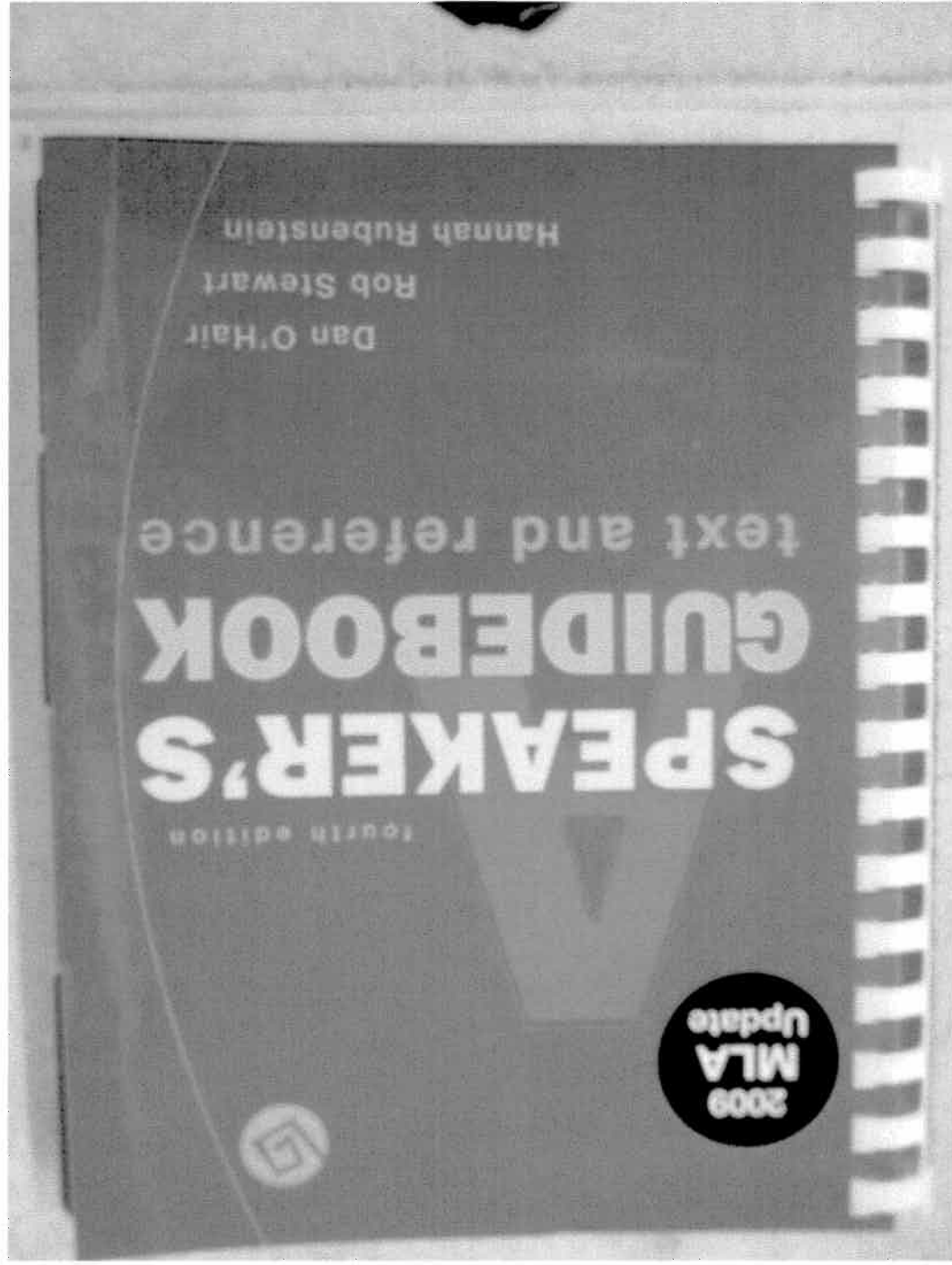
passcode: \$90.00

E-book: \$71.00

Custom, no tear out, no
passcode \$75.00



New book
Not custom
No tear-out pages
No passcodes
New \$67.50
Used: \$50.00



Mathematical Reasoning

New: \$55.00

Buy back: \$25.00

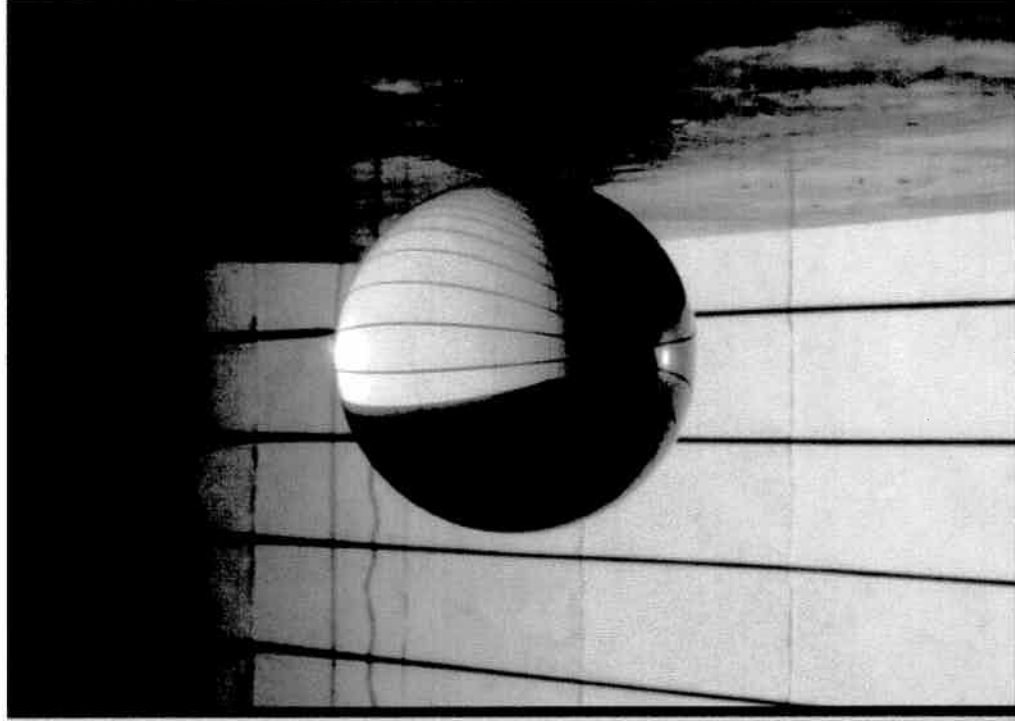
Used: \$40.00

Buy back: \$15.00-

\$20.00

**Case Studies for
QUANTITATIVE REASONING**

A Casebook of Media Articles



Second Edition

Bernard L. Madison • Stuart Boersma
Caren L. Diefenderfer • Shannon W. Dingman

Solution???

**Paying customer does not
choose the product.**

1. Fair competition among bookstores

**2. Faculty held
responsible by
institution for
textbook adoptions**