



“For generations, grumbling about the hi



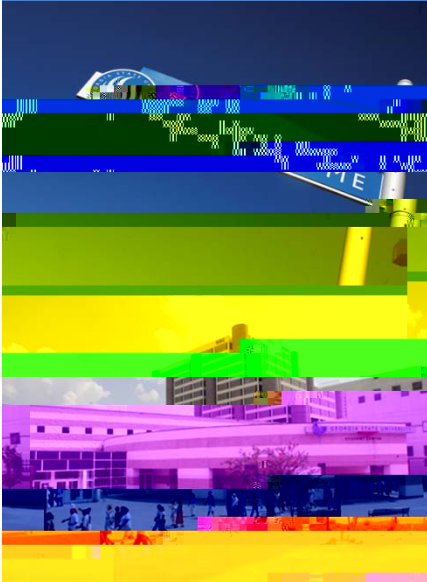
11.7c Author;

Preface

- ☐ Board of Regents has proactively instituted Policy 3.1 in 2005, which calls for..
 - ☐ Increasing communication among students, faculty and college bookstores
 - ☐ Ensuring bookstores offer best value to students

How the market has responded and institutions and college bookstores are saving money for students...

- Disclosing textbook price, ISBN, with course schedule – expanded marketplace.
- ☞ Offering Text book rentals
- ☞ E Books



Wade Douglas, Jr.



Materials > Select by Course

Booklist for: Georgia State University > Georgia State University > All > Spring 2010-11 > Downtown > PSYC > 3140 > 11214

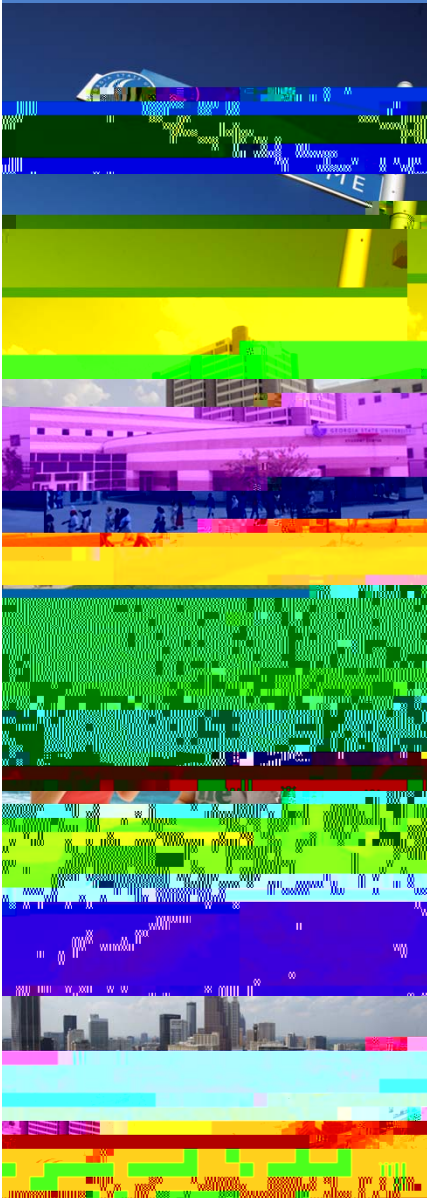
Required Material(s)

Select/Deselect All (Based On Lowest Price)

Abnormal Psychology	Unit of Abnormal Psychology	Author/Comer

Rent This Item

Students get choices to make in course

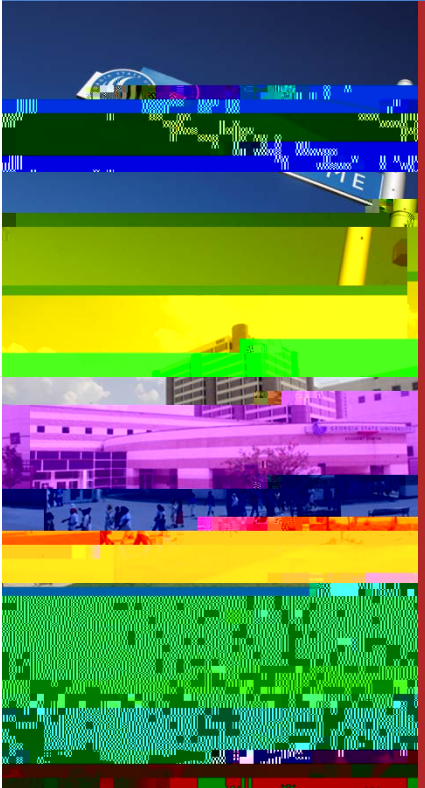




Locally Rentable Title

Candidate Profile

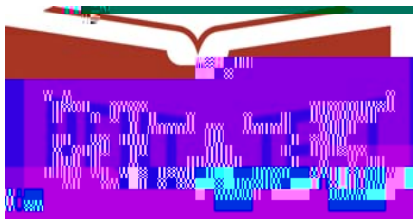
- Four Term Commitment
 - Does not have to be consecutive
- Not a consumable or loose leaf item
- Not at the end of the edition's

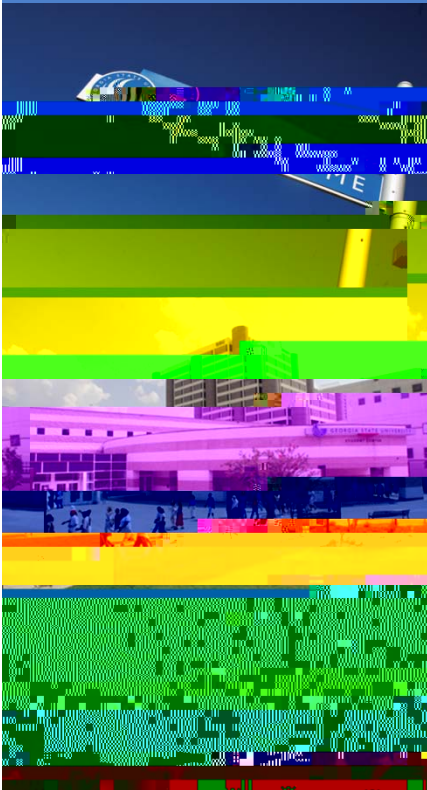




22% of students rented
textbooks

Almost \$1 Million to
Students





First Year Rental Statistics

Titles Available for Rent	952	909	930.5
% of Assortment Available for Rent	32%	33%	32.5%
Number of Units Rented			



Office of Library and Student Services

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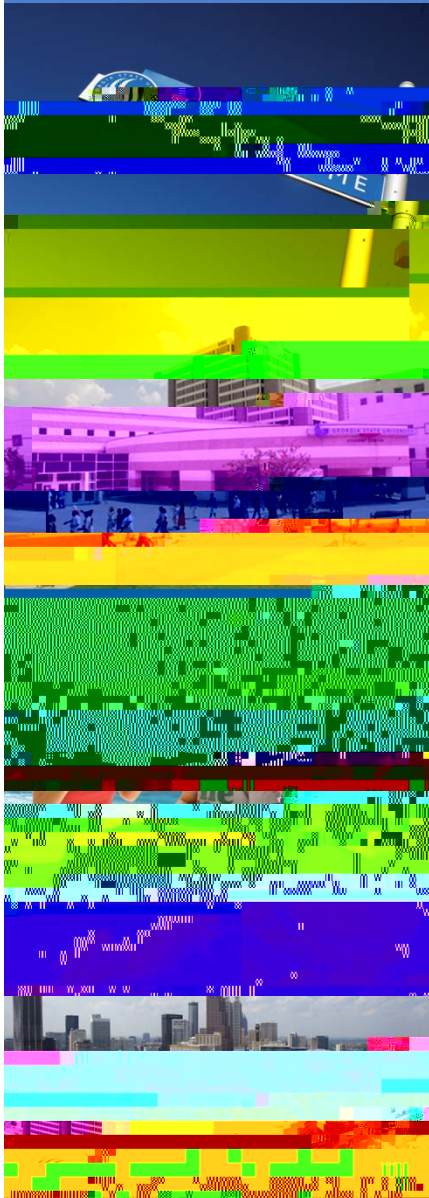


Another
Textbook
Option:

E Books

....but not as
comfortable using
digital textbooks.

FY 2011 sales: 122 units, \$7,690
189% increase over prior year



Short Demo



Low participation due to:

1. New product offering
2. Students like paper textbooks currently.
3. Portability
4. Cultural change?

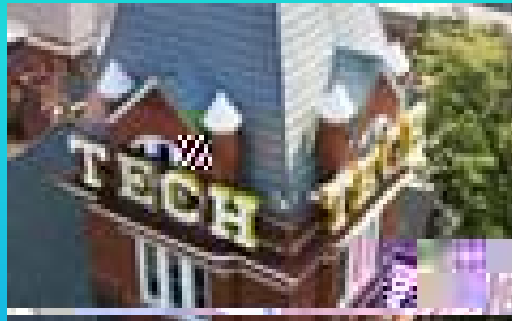
May be the wave of the future...



Summary

- Textbook market is constantly $T_j T_{j+1} 1417344625330$

A Savvy Student Shopper



Mr. Elliot Mork
Senior, Aeronautical Engineering
Georgia Institute of Technology

				-
	\$75		\$0	
	\$86		\$43	-
	\$50		\$0	
	\$105		\$0	
	\$75		\$50	-
	\$45		\$0	

