

The Truth About TEXTBOOKS

**THINK YOUR STUDENTS WILL FIND
THE BEST DEAL ONLINE?**

THINK AGAIN.

**BEFORE YOU SHOP, LEARN THE
TRUTH ABOUT TEXTBOOKS
AND WHAT ONLINE RETAILERS
AREN'T TELLING YOU:**



MYTH YOU WILL SAVE THE MOST MONEY ONLINE

Those maximum savings offers you see in online retailers' ads usually only refer to older edition, international edition or less popular textbook titles. Online retailers aren't required to provide accurate pricing information on textbooks; your campus bookstore is through the Higher Education Opportunity Act. And, don't forget to factor in shipping. It can add as much as \$18 extra dollars! Still think you're saving students money by suggesting they order online?

MYTH ORDERING ONLINE IS EASIER

Online retailers' marketplace option may seem to offer lower prices. But, did you know that those third party vendors are usually allowed up to 21 business days to deliver an ordered item? There's always a risk of students not receiving their books at all when they order from online retailers. Plus, online returns can be difficult, pricey, and inconvenient. They'll have to wait (sometimes weeks) to get a check or website credit.

MYTH THE BOOKSTORE JUST WANTS TO RIP YOU OFF

Money spent at the college store stays on campus, providing funding for student groups and campus improvements. Your college store wants to save students money! We stock the most used books possible to save students 25% off the new book prices. Plus selling books back to the college store helps keep prices low for next semester's students and creates more used books for others on campus!

MYTH ONLINE RENTALS AND DIGITAL TEXTBOOKS ARE THE BEST DEAL

Used books offer the best value. Students get upfront savings plus a potential buyback return of up to 50% of the new price! Online rental prices are usually based on a 30 day rental period. That means students have to multiply that low-price by at least 4 to get the cost of a whole semester! And, did you know that digital 'rentals' are really just a way of offering students an eBook for a shorter amount of time? They usually only last for 30 days – a semester is 180!