



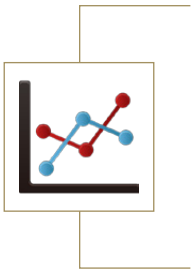
Welcome to Your
Campus Bookstore

BARNES & NOBLE
COLLEGE

WELCOME TO

Your Campus Bookstore

At any college or university, faculty members like you play a critical role in delivering the ultimate academic experience for students. As your campus store, it's our job to help you fulfill that role by providing you with the resources and support that you – and your students – need to succeed. We know that today's higher education industry is facing changes – from evolving technology to shifts in student behaviors and preferences – and we are dedicated to delivering solutions that help you do your job.



Throughout the academic year, we focus on ensuring that you understand the ways in which we can help. Your campus bookstore manager will work to deliver the latest industry insights and trends, comprehensive education and training materials, simple and convenient adoption processes, and exceptional support and customer service. Together, we will enhance your experience working with the campus store and help you drive academic success year-round.

“Barnes & Noble College is the much-needed central point students have been asking for in terms of distribution, pricing options and platform choice.”

Barnes & Noble College, Faculty Insight Initiative 2012

Affordability & Student Success

We know that affordability is a major concern for today's students, and that it's often the main reason why faculty members adopt a particular textbook. We want to help you find the course materials that work for you and are affordable for your students. Your campus store offers a comprehensive textbook program that includes a variety of formats and processes aimed at affordability. We leverage relationships with more than 7,000 publishers to help you select from an extensive catalogue of affordable textbooks and reference books – including rental, digital and used formats – to help students save up to 60 percent on textbooks and achieve success in the classroom.



In the 2012-2013 academic year, students nationwide saved over \$250 million through our affordable textbook program.

Textbook Rental Program

With more than 60 percent of titles typically available in rental format, your students will have access to the industry's leading textbook rental program. Generally more than 50 percent less than a new, printed textbook, rentals offer a great opportunity for students to save money without compromising their educational experience. This program is designed to maximize both affordability and convenience: students can purchase textbook rentals in-store or online with any form of tender; highlight text and make notes on pages; keep books until finals are over; and return books at the bookstore or through the mail.



Since launching the industry's first textbook rental program in 2011, students have rented more than 4.5 million textbooks, and 99 percent say that they would rent again from their campus store.

Digital Textbook Program

Another component of our affordable textbook program is our catalogue of more than three million digital titles – also the industry's largest. Digital textbooks allow students to save even more money – up to 60 percent – and stay on the cutting-edge when it comes to digital learning materials. Our digital offerings also were designed with convenience in mind, allowing students to purchase using any form of tender and access these books immediately following their purchase or digital rental. And, to optimize the digital textbook experience, we offer the higher education industry's #1 digital learning platform, NOOK Study™ (see page 6 for more information).

3
MILLION

Affordability & Student Success

Used Textbooks and Cash for Books



Another way we drive student savings is through used textbooks. We obtain a large percentage of used book inventory for your students through our multi-channel buyback option known as Cash for Books. At the end of each semester, Cash for Books allows students to return their unwanted textbooks – in-store or at convenient mobile stations located throughout campus – back to the bookstore for up to 50 percent cash back off the new textbook price. We closely review each school's course information to identify those materials that may be used again on campuses across the country. We then notify students who have purchased those titles that their books can be sold back to the store. As a result, next year's students are able to purchase these used titles at a discounted price, giving all students the opportunity to save money through used textbooks.

Unbundled Textbooks and Custom Texts



In addition to rental, digital and used textbooks, we also offer several alternative textbook options that can help your students save even more money – such as bundled, unbundled and custom texts. While some bundled textbook packages include print and technology options that enhance the student's learning experience – such as DVDs, study guides, online access and workbooks – we understand that others include additional course materials that may not be used in the classroom. When possible, we carry both bundled packages and the individual components, so that students can choose the option that works best for them. Many faculty also choose to create custom texts using select content and other materials. Custom texts address course-specific needs and objectives, allowing students more flexibility in their course material options.

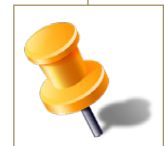
HOW YOU CAN

Help Students Save Money

So what can you do to help ensure that your students have access to these affordable options? First, you can make sure that you get your textbook adoptions in early – typically a few weeks before finals. We share your goal of wanting students to be prepared for the first day of class, and early textbook requests enable us to find, purchase and stock the best cost-saving options available. Additionally, by researching textbook options earlier, together we will have more time to explore your rental and digital format options, ensuring that your students have access to more affordable choices.

Early adoption also helps our used textbook and Cash for Books cycle function properly. When we receive textbook adoption requests early, we can be sure to offer students cash back for those books that will be reused next semester. In turn, those books become part of our used textbook inventory, saving even more students money in the future.

Lastly, you can help your students by letting them know before classes begin that the campus store offers this range of affordable options. By directing your students to the campus store for their course material needs, we can work together to make sure that they have all the materials they need to succeed.



How to Submit Textbook Adoption Requests

- Online – through our digital adoption platform, *FacultyEnlight* (see page 7)
- Email
- Phone
- Mail or Fax
- In-person at your campus store

The Digital Standard

In addition to our focus on affordability, Barnes & Noble College also is setting the digital standard in the higher education industry. We are focused on leading this effort by developing innovative platforms that enhance your teaching experience and your students' learning experience. It's about much more than simply offering digital textbooks. Through our deep relationships with more than 7,000 publishers, along with our recent strategic partnerships with Microsoft and Pearson, we can continue to deliver what's next to you and your students.

“Barnes & Noble College always seems to be at the forefront of whatever innovations are available.”

Ann Kingsley, Executive Financial Officer, UNLV

NOOK Study



For students and faculty who prefer to use digital textbooks and other course materials, they'll have access to the industry's #1 eTextbook reader and study platform, NOOK Study. Designed with input from students and faculty, NOOK Study offers an enhanced learning experience with a powerful set of study and organizational tools that enable students to study smarter, not harder. With NOOK Study, your students and faculty can:

- Import/export notes
- Highlight and tag text
- Search the Internet directly from the text
- Create links to notes, handouts or pages
- Open multiple textbooks simultaneously
- And much more!

nook study™

NOOK Study also integrates with the most popular learning management systems (LMS), allowing faculty and students to:

- Conveniently purchase digital materials
- Organize course materials on a single platform for easy access
- Collaborate efficiently by sending links, assignments and passages from the text

“The investment that Barnes & Noble College has made in NOOK and NOOK Study was a driving force in our decision.”

Laura Nairon, Director of Business Services, Vanderbilt University

INTRODUCING

FacultyEnlight



We are excited to introduce to you our new, online textbook adoption platform, *FacultyEnlight*. We have conducted extensive, nationwide research with faculty members like you from around the country, gathering feedback on faculty preferences, needs, wants and challenges when it comes to the textbook adoption process. Armed with this insight, we have created a digital experience that, for the first time ever, offers faculty the opportunity to research and adopt textbooks in one, convenient place – saving you time and making the adoption process easier than ever.

***FacultyEnlight* Features:**

- Ability to research and adopt course materials in one, convenient place
- Compare cost to student and identify format availability before adoption
- Read peer product reviews and write your own
- Access your past adoptions from the last three years at all of your affiliated campuses

On the following pages, we will walk you through *FacultyEnlight*, exploring its many benefits and features and allowing you to see for yourself just how simple, convenient and valuable it is.

START

FacultyEnlight

STEP 1: GETTING STARTED

FacultyEnlight is conveniently accessed via the “Faculty” tab on your campus store’s website. When you click on this tab, it will take you to your school’s personalized *FacultyEnlight* page. Though you do not have to register or sign in to explore *FacultyEnlight* and search the textbook database, signing in does make many valuable features available, such as saving titles to a Favorites List or your Book Bag (but more on that later!).

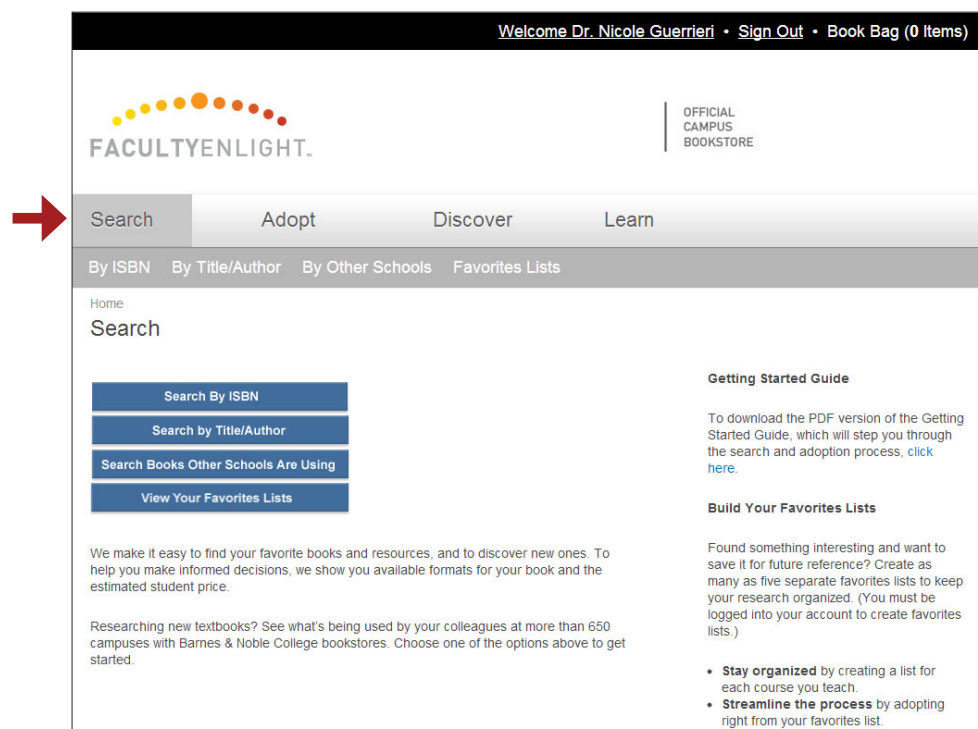
STEP 2: BEGIN SEARCH

Now, you no longer have to search for textbooks using multiple platforms and search engines, and then use an entirely different platform to submit your requests. *FacultyEnlight* streamlines the process, letting you do it all in one, convenient place.

Know the exact textbook or author that you want to look up? You can search by the ISBN number or the textbook’s title and/or author(s), and filter the results by print, digital, rental or all three.

Still exploring textbook options? Our research told us that faculty members would like to be able to see what textbooks their colleagues at other schools are using. So, now you can – simply search by school type, state, school name or discipline.

The fourth way to search is by viewing your Favorites List. Once you’ve registered with *FacultyEnlight* and are signed in, you can add textbooks to this list so that you can easily view them again in the future.



Four ways to search for textbooks:

4

- By ISBN
- By Title and/or Author
- By what other schools are using
- By viewing your Favorites List

Search Adopt Discover Learn

By ISBN By Title/Author By Other Schools Favorites Lists

Home » Search

Search by ISBN

Enter ISBN Number*:

* 13 Digit ISBN Required

Search Adopt Discover Learn

By ISBN By Title/Author By Other Schools Favorites Lists

Home » Search

Search by Title/Author

Enter either Title, Author or both

Title:

Author:

Format: ☒ Print ☒ e-Book

Search Adopt Discover Learn

By ISBN By Title/Author By Other Schools Favorites Lists

Home » Search

By Other Schools

School Type*:

State*:

School Name*:

Discipline*:

* Indicates Required Field

Search Adopt Discover Learn

By ISBN By Title/Author By Other Schools Favorites Lists

Home » Search

Favorites Lists

My Favorite Books

Biology	Edit	delete
Psych 101	Edit	delete
Public Speaking	Edit	delete

[+ Add New List](#)

Search

RESULTS

FacultyEnlight

STEP 3: VIEW SEARCH RESULTS

FacultyEnlight gives you an in-depth look at the textbooks available based on your search terms. By clicking on the title of a textbook, you can view the product details page. *FacultyEnlight* also shows all the available formats and corresponding price estimates for that textbook, including a link that alerts you if a new edition is available and the ability to request a digital or print desk copy, ensuring that you can find and select the most affordable options for your students.

You also can explore additional details about each textbook by clicking on the different tabs. Explore the overview and author bios, review the table of contents, read the product reviews – or write one yourself – and see which campuses also have adopted this title.

The screenshot shows the FacultyEnlight search results page. At the top, there are tabs for 'Search', 'Adopt', 'Discover', and 'Learn'. Below these are search filters: 'By ISBN', 'By Title/Author', 'By Other Schools', and 'Favorites Lists'. The main heading is 'Search Results', and it indicates 'Showing 1-10 of 95 results for Art of Public Speaking'. A 'Sort By' dropdown is set to 'Title - A to Z', and the page is '1 of 10'. On the left, there's a section 'Add to Lists' with checkboxes for 'My Favorite Books', 'Biology', 'Psych 101', and 'Public Speaking' (which is checked). Below this is a '+ Create new list' link and a 'Submit' button. The main content area features a book cover for 'The Art of Public Speaking' by Lucas. To the right of the cover, the title 'ART OF PUBLIC SPEAKING | Edition: 10TH 09' is highlighted with a red arrow and the label 'Title'. Below the title, the author 'LUCAS' is listed, followed by the ISBN '9780077306298' and the publisher 'MCG'. The 'Estimated Student Price' is shown for three formats: 'Print, new: \$148.85', 'eBook, Buy: \$85.60', and 'eBook, rent (for days): \$66.95'. A red box labeled 'Formats' encompasses the pricing information. Below the prices is a 'Rating' of four stars and a 'Request Desk Copy?' section with 'Adopt This Book', 'Print', and 'Digital' links. At the bottom, there is a link 'SEE NEWER EDITION OF THIS BOOK'.

The screenshot shows the product details page for 'The Art of Public Speaking'. At the top, there are tabs for 'Overview', 'Features', 'Reviews', and 'Adopted By'. A red arrow points to these tabs with the label 'Detail Tabs'. The 'Overview' tab is selected. The main heading is 'Overview', followed by a paragraph describing the book as 'By far the leading speech textbook of our time'. Below this is the 'Author(s)' section, which includes a sub-heading 'ABOUT THE AUTHOR' and a paragraph about Stephen E. Lucas, Professor of Communication Arts and Evjue-Bascom Professor in the Humanities at the University of Wisconsin-Madison. The paragraph mentions his degrees from the University of California, Santa Barbara, and Penn State University, and his recognition for his work as both a scholar and a teacher, including the Pulitzer Prize and the Golden Anniversary Award of the National Communication Association.

FacultyEnlight

STEP 4: REGISTER WITH FACULTYENLIGHT

When you are ready to adopt your textbooks, there's no need to open up an email, hop on the phone or head over to your campus store (unless you want to, of course!). Simply create your *FacultyEnlight* account (or sign in if you already have one). Although you do not have to register with *FacultyEnlight* in order to adopt, we recommend registering so that you have access to the many additional features that will make adopting even easier.

The registration process is simple. Just click on the "Create Account" link to register and fill in your information. Click "Submit" when the form is complete. Once you have registered, you will receive a confirmation email. On screen, you will be prompted to sign in.

Create Account 1

Why create an account?
With a user name and password you will be able to log in and proceed through your adoptions quickly.

With an account you will have access to more tools and resources.

- Access your past adoptions for quick, easy reference
- Build and refer back to your "favorite" lists
- Write book reviews and share them with other faculty

Do I have to create an account?
You do not have to create an account to use *FacultyEnlight*, but we encourage you to do so in order to take advantage of the features we've designed with faculty in mind.

Username: *

E-mail address: *

Confirm e-mail address: * **nguerrier@bncollege.com**

Password *

Confirm password: *

Title Select title ▼

First Name: *

Last Name: *

Telephone Number: *

This question is for testing whether you are a human visitor and to prevent automated spam submissions.

7 L 5 B F

Please enter the string of characters appearing in the image.

Submit 2

* Indicates Required Field

☒ By Checking this box I acknowledge that I will receive emails from Barnes&Noble College Booksellers.

Username * **kuhite**

Password * *********

[Forgot username or password?](#)

☐ Remember me

Sign In

New? Create Account

* Indicates Required Field

FacultyEnlight

STEP 5: ADOPT

News



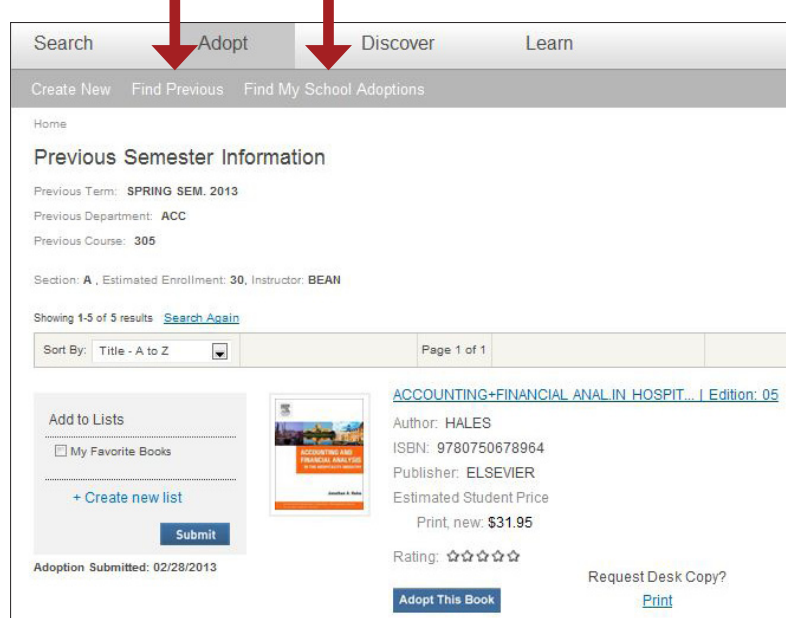
TOOL BOOK AND BIBLIOTECH WORK TO INCREASE THE ACCESSIBILITY OF READING

Last month, we reported an upsurge in e-reading while the popularity of reading in general remained static. However,.... [continue»](#)

Congratulations, you are officially a registered user of *FacultyEnlight*, with access to a number of additional benefits. For example, when you are signed into your account, you may find industry articles or articles specific to your school on *FacultyEnlight's* homepage.



Once you've registered with *FacultyEnlight*, you may affiliate your account with multiple schools and view all previous adoptions at those schools from the past three years. *FacultyEnlight* makes it easy to find your past adoptions in two ways: Find Previous and Find My School Adoptions. If you cannot find your previously adopted course materials, contact your bookstore manager.



FacultyEnlight

Find Previous will recall any materials you have adopted while using *FacultyEnlight*. Simply select the School, Term, Department and Course to search. Continue the adoption process by clicking the “Adopt this Book” button.

Find My School Adoptions allows you to access all adoptions you’ve made over the past three years at any of the campuses affiliated with your account. The primary campus your account is affiliated with will be the default selection, but you can use the drop down to search any of your affiliated campuses. Select Term, Department, Course and/or Instructor from the drop downs and you will find the materials adopted for that course and/or instructor. Continue the adoption process by clicking the “Adopt this Book” button.

Search Adopt Discover Learn

Create New Find Previous Find My School Adoptions

Home » Adopt

View Materials Previously Adopted for Your School

School Name: Iona College

Term * Select Term

Department * Select Department

Course Select Course

Instructor Last Name Select Instructor

Search

* Indicates Required Field

Search Adopt Discover Learn

Create New Find Previous Find My School Adoptions

Home

Previously Adopted For Your School

School: Iona College
Term: SPRING 2010
Department: BUS
Course: 130
Instructor: KROLESKI

Showing results: [Search Again](#)

Sort By: Title - A to Z Page 1 of 1

Add to Lists

☐ My Favorite Books

[+ Create new list](#)

Submit

COVER NOT AVAILABLE

[ANDERSON'S BUS. LAW+LEGAL ENV/W/BOOKLET | Edition: 20TH 08](#)

Author: TWOMEY
ISBN: 9780324693270
Publisher: CENGAGE L
Estimated Student Price
Print, new: \$200.50
Rating: ☆☆☆☆☆

Request Desk Copy?

[Print](#)

[Adopt This Book](#)

Add to Lists

- ☒ My Favorite Books
- ☐ Biology
- ☐ Psych 101
- ☐ Public Speaking

[+ Create new list](#)

Submit

You may also create and view your Favorites List now, bookmarking textbooks you want to remember, and adoptions can be left in your Book Bag for up to 30 days, allowing you to step away from the adoption process and later pick up where you left off, without worrying about losing your previous research work.

Are you ready to submit your textbook adoption requests? We've made this as simple as possible, too. Just click on the "Adopt" tab to get started. Then follow the steps shown below.

Search **1** Adopt Discover Learn

Create New Find Previous Find My School Adoptions

Home

Adopt

2

Create New Adoption

View Previous Adoptions

Find My School Adoptions

Getting Started Guide

To download the PDF version of the Getting Started Guide, which will step you through the search and adoption process, [click here](#).

Search Adopt **3** Discover Learn

Create New Find Previous Find My School Adoptions

Home » Adopt

3 Select Course

Hello Dr. Nicole Guerrieri, please select School, Term, Department, Course to begin order.

School Name:

4 Find Your Course

Term *

Department *

Course *

Not seeing the course you are teaching? [+ Add](#)

☒ Select All	Section	Enrollment	Instructor
☒ Section	01	35	SMITH
☒ Section	02	35	BROWN-FOST
☒ Section	03	35	BROWN-FOST
☒ Section	70	35	SMITH + Add

Next Step: [Select Materials](#) **5**

* Indicates Required Field

FacultyEnlight

You may then search for the textbooks you want to adopt. You can adopt from your Favorites List or search by ISBN, Title/Author or Previous Semesters.

You can also add non-text materials or select "No Materials Required For This Course."

How would you like to add materials?

- Add from Favorites List
- Search by ISBN
- Search by Title/Author
- Search Previous Semesters
- Search My School Adoptions
- Add Non-text Materials
- No Materials Required For This Course

Once you have selected your search method and filled in the information, your results will appear on the screen. Click the "Adopt This Book" button to adopt the book.

You can add books to your Favorites or other Lists.

Search Adopt Discover Learn

By ISBN By Title/Author By Other Schools Favorites Lists

Home

Search Results

Showing 1-10 of 95 results for **Art of Public Speaking** [Search Again](#)

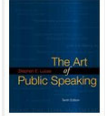
Sort By: Title - A to Z Page 1 of 10

Add to Lists

- ☒ My Favorite Books
- ☐ Biology
- ☐ Psych 101
- ☒ Public Speaking

[+ Create new list](#)

Submit



ART OF PUBLIC SPEAKING | Edition: 10TH 09

Author: LUCAS
ISBN: 9780077306298
Publisher: MCG
Estimated Student Price
Print, new: \$148.85
eBook, Buy: \$85.60
eBook, rent (for days): \$66.95

Rating: ☆☆☆☆☆

[Request Desk Copy?](#)
[Print](#) [Digital](#)

Adopt This Book

[SEE NEWER EDITION OF THIS BOOK](#)

SUBMIT

FacultyEnlight

Lastly, you will be prompted to review your adoptions and select “required” or “recommended” before submitting. When you are ready, click “Submit.” You will receive an email confirmation.

[Home](#)
Review and Submit Order
Your order will be kept open for 30 days or until you submit it.

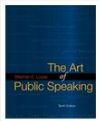
Course Details
School: Central Connecticut State University
Term: SPRING 2013
Department: PS
Course: 104
Section: 01, Estimated Enrollment: 35, Instructor: SMITH
Section: 02, Estimated Enrollment: 35, Instructor: BROWN-FOST
Section: 03, Estimated Enrollment: 35, Instructor: BROWN-FOST
Section: 70, Estimated Enrollment: 35, Instructor: SMITH

Click “Add More Materials”
if you would like to add
more books to your adoption
list before submitting.



[<< Add More Materials](#) [Submit Order >>](#)

Textbook Details


[Remove](#)

[ART OF PUBLIC SPEAKING | Edition: 10TH 09](#)
Author: LUCAS
ISBN: 9780077306298
Publisher: MCG
Estimated Student Price
Print, new: \$148.35
eBook, buy: \$85.60
eBook, rent (for days): \$66.95
Student use of this title is
☒ Required ☐ Recommended
Rating: ☆☆☆☆☆

FacultyEnlight



Faculty adoption confirmation
FacultyEnlight to: nguerrieri



OFFICIAL
CAMPUS
BOOKSTORE

Search • Adopt • Discover • Learn

We've received your course materials order and we're processing it now.



Thank you for submitting your adoption online which helps to ensure your students get the materials they need.

Should you have any questions or need further assistance, please contact your bookstore.

Here is a summary of the information we received from you.

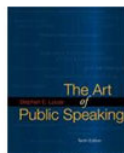
Faculty Information

Name: Dr. Nicole Guerrieri
E-mail: nguerrieri@bncollege.com
Discipline:
Telephone Number: (908) 991-2159

Course Details

Term: SPRING 2013
Department: PS
Course: 104
Section: 01 , Estimated Enrollment: 35 , Instructor: SMITH
Section: 02 , Estimated Enrollment: 35 , Instructor: BROWN-FOST
Section: 03 , Estimated Enrollment: 35 , Instructor: BROWN-FOST
Section: 70 , Estimated Enrollment: 35 , Instructor: SMITH

Textbook Details



[ART OF PUBLIC SPEAKING | Edition: 10TH](#)
[09](#)

Author: LUCAS
ISBN: 9780077306298
Publisher: MCG
Estimated Student Price:
Print, new: \$148.35
eBook, buy: \$85.60
eBook, rent (for days): \$66.95
Student use of this title is Required
Rating: 0

Non-text materials

No Non Text Materials Added

Note submitted:

Money Saving Options

Please be sure to tell your students about the many money saving options that are available to them...new, used, rental, and digital.

Update Your Inbox

To ensure you receive our e-mails, please add info@facultyenlight.com to your list of approved senders.

Check Back Often

FacultyEnlight is updated frequently, so come back often to get up-to-date textbook and faculty resources and to collaborate with your colleagues.



Partnering for Success

As your campus store, we are always here to help when it comes to textbooks and other course material needs.

Your job is hard – we want to make it easier. Let us help you face the challenges of today's evolving course material industry and provide you with the resources and support you need to be successful.

That's our job, and we look forward to working with you in the future.



Bringing You What's Next



www.bncollege.com

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