

## Faculty Resource for Publishers

**Higher Education Publishing is an evolving business. As education and technology changes, educational material must also change to reflect the growing needs of faculty and students. Aside from the issue of whether customization or packaging adds to the educational value or the cost of the product, the ultimate goal is to get the products in the hands of students in time for classes at a reasonable price.**

### Questions to ask: What is my textbook impact?

- What is the benefit of this textbook package / version for my students?
- How is this version different from the regular text?
- What if I do not intend to use all of the components - is the book available by itself? (i.e.: Text Only)
- What is the cost to the bookstore?
- Is this a loose-leaf text?
- Will the Bookstore be able to purchase the components (i.e.: software) separately? Is the software a one-time use or access?
  1. If so - at what cost?
  2. If not - why?
  3. Will the bookstore be able to return any unsold copies?
  4. What is the price difference between this version and the regular text?
  5. Will there be any delay in having this in the store 2 weeks before classes begin?
  6. Will you train our faculty how to use the software so we can fully utilize it?
  7. Can you offer a First Day of Class presentation to the students so they see the benefit?

### What is the Used Book Value: Example?

- If used books are not available, how will this affect my students?
- Used books are priced 25% less than the new book.
- What are the **BuyBack** & **Net Cost** to the student? Example
  1. New book shelf price - **\$150.00**
  2. Buyback value for **text alone** - **\$75.00** (same book used the next semester.)
  3. **Net cost** to student - **\$75.00**
  4. When packages or custom books change each semester, the students will purchase a new textbook each semester. With no **Used**, book savings!