

THE TRUTH ABOUT TEXTBOOKS

THINK YOU'LL 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 required to through the Higher Education Opportunity Act.
- ✓ Think you're saving money online? Don't forget to factor in shipping. It can add as much as \$18 extra dollars!

MYTH: ORDERING ONLINE IS EASIER

- ✓ Buying from an online retailer's marketplace? Those third party vendors are usually allowed up to 21 business days to deliver an ordered item!
- ✓ There's always a risk of not receiving your books when you order from online retailers.
- ✓ Online returns can be difficult, pricey, and inconvenient. You'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 you money! They stock the most used books possible to save you 25% off the new book prices.
- ✓ Selling books back to your 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. You get upfront savings plus a potential buyback return of up to 67% of the new price!
- ✓ Online rental prices are usually based on a 30 day rental period. That means you have to multiply that low-price by at least 4 to get the cost of a whole semester!
- ✓ Did you know that digital 'rentals' are really just a way of offering you an eBook for a shorter amount of time? They usually only last for 30 days - a semester is 180!

