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of College Stores

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FOR IMMEDIATE RELEASE

NACS Dispels Misperceptions of College Textbook Buying

January 13, 2010 (OBERLIN, OHIO) – As students head back to class after the holidays they will be bombarded with a multitude of options and inaccurate information when buying or renting textbooks. To make the return to class easier on students and their wallets, the [National Association of College Stores](http://www.nacs.org) (NACS) is busting four common misperceptions about textbooks:

MYTH #1: Buying textbooks from an online retailer is always more convenient. **BUSTED!** NACS reveals that by purchasing directly from college stores, students avoid shipping costs, receive the correct edition of their books on time, make only one stop, and can easily make returns and tap their financial aid.

MYTH #2: Buying textbooks online is always safe. **BUSTED!** NACS encourages students to be wary of online fraud by purchasing textbooks from their college store's web site or in advance directly from their college store.

MYTH #3: Most students spend nearly \$1,000 each year on textbooks. **BUSTED!** According to Student Watch 2010™, students estimate spending approximately \$667 a year on required course materials. NACS provides [simple tips](#) for students to spend even less.

MYTH #4: The college store makes a huge profit on high priced textbooks. **BUSTED!** Although textbook prices have increased by 6% annually, the average gross margin on new textbooks has remained relatively constant since 1989.

Learn what college stores are doing nationwide to make textbooks as affordable as possible for students at http://www.nacs.org/public/nacs/press_releases/081909-WhatStoresDoing.pdf

About NACS

Headquartered in Oberlin, Ohio, the National Association of College Stores (NACS) is the professional trade association representing the collegiate retailing industry. NACS represents more than 3,100 collegiate retailers. NACS member stores daily serve America's college students while

supporting the academic missions of higher education institutions everywhere. Additional information on NACS can be found online at www.nacs.org.

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