



National Association
of College Stores

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FOR IMMEDIATE RELEASE

College Textbook Myths Busted!

September 1, 2009 (OBERLIN, OHIO) – As summer comes to an end and students return to class, hot days of beaches and sunshine are replaced with lectures and textbooks. Economic turmoil and floods of inaccurate information in the media make buying textbooks an overwhelming task. To make the return to class easier on students and their wallets, the [National Association of College Stores](#) (NACS) worked over the summer to bust 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 2008™, students estimate spending approximately \$702 a year on college textbooks. 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 this fall by visiting the [NACS Media Room](#).

About NACS

Headquartered in Oberlin, Ohio, the National Association of College Stores (NACS) is the professional trade association representing the \$10 billion collegiate retailing industry. NACS represents more than 3,100 collegiate retailers and approximately 1,100 associate members who supply

books and other products to college stores. 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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