

GLOSSARY OF COLLEGIATE RETAILING

COURSE MATERIALS AND INTELLECTUAL PROPERTY TERMS

Academic Permission Service (APS)	Service formed by the Copyright Clearance Center in 1991 to simplify the permissions process for coursepacks and other academic applications.
Adoption	A textbook or other course material that has been selected by an instructor for student use in a course of study.
Advanced ship notice (ASN)	An EDI communication from the publisher that an order has been sent. The quantity and title information is electronically fed into the receiving store's computer for pre-receiving input.
Anthology	Term commonly used by faculty to describe a customized set of reproduced materials or a collection of readings from various sources of media. Also known as "coursepacks" or "course readers."
Archiving	The collection, storage, preservation, and retrieval of documents and publications of all kinds, in various media, at public and private archives and other repositories for such materials.
At-risk title	Course materials that might be difficult to source, which necessitates that the store order them earlier than normal. Sourcing difficulties could be slow fulfillment, prepayment requirements, unknown publisher, non-returnable titles, new editions in preparation, old editions, high penalty returns, etc. At-risk titles have the capability to diminish gross margin.
Back order (BO)	The unfilled portion of an order, which the vendor agrees to deliver at a later (often unspecified) date.
Barcode	An automatic identification symbology composed of a series of vertical lines and spaces that encode information [e.g., Universal Product Code (UPC), Bookland EAN, Code 128, Codeabar, etc.].
Bibliography	An alphabetical list of all materials consulted in the preparation of an assignment.
Bin and hold	A store requests that a publisher or vendor hold the product the store ordered until a pre-arranged shipping date.
Binding (BD)	The type of binding a book has can categorize it. The three main types of binding are hardcover (HB) (also known as cloth), paper (PA), and library; however most bookstores will deal with only the first two types.
Book adoption/requisition	A form that teaching faculty use to inform the campus store what book(s) they'll be using for an upcoming term.
Bookland EAN	The BISAC recommended barcode symbology for books. In November 1985, BISAC recommended that publishers print the barcode symbology known as the Bookland EAN on all publications. The Bookland EAN bar code replaces the OCR-A as the recommended automatic identification symbology for the ISBN. The EAN is the International Article Number (formerly the European Article Number). The first digits designate the country of origin. The prefixes 978 and 979 were set aside as a prefix to indicate that the product is from a "country" known as "Bookland." That prefix is followed by the ISBN without its usual check digit, which is replaced by the EAN check digit to verify all preceding numbers including 978. The Bookland EAN may be followed by an optional add-on symbol representing the suggested retail price. The important advantage of using the EAN is that electronic scanners that read it will also read the Universal Product Code (UPC) now printed on so many non-book products sold in college stores.

Born digital content	Non-linear, interactive content designed with electronic delivery in mind from point of conception.
Bundling	Textbooks bundled or packaged with software or other ancillary materials. Also known as packaging.
Buyback	The buying back from students of books that were previously sold to them.
Buyback list	A list that clearly defines the parameters for what the store will buy back. It is a listing of titles to be purchased at a set percentage of the retail price for both retail and wholesale purposes, and includes titles to be purchased at other prices.
Buying guide	A guide issued by used book dealers listing the wholesale value for most marketable new and used college textbooks.
Camera-ready	Materials that have been prepared in the best way possible, ready to be photographed or scanned for the purpose of reproduction or custom publishing.
Campus relations	Establishing and maintaining a relationship for mutually beneficial opportunities.
Censorship	Legal, government regulation, or other policy restrictions, or potential for limitations, imposed by governments and other authorities on the publication or other dissemination of creative expression or other forms of speech and information through any media, many of which may implicate First Amendment rights or values.
Chargeback	The printed document usually sent back to the publisher with a book return that lists the purchase order, quantities, authors, titles, ISBNs, prices, and discounts for each title being returned, to assure that the campus store will receive proper credit.
Clerk service	Departments where merchandise is not accessible to customers, but is shown to them by a salesperson.
Commodities	Anything that is bought or sold in commerce.
Complimentary copy	An unsolicited book sent to a professor; normally without charge.
Consumable titles	Workbooks, study guides, and other ancillary materials, which have been designed for student notes.
Content management system	Manages any kind of web content, and is used by most companies to manage their web site.
Content provider	An entity that owns or has the right to content.
Co-op advertising	A sum of money or quantity of merchandise allowance committed by a vendor to assist a college store in advertising or promoting a single item or group of items.
Copyright	A form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of "original works of authorship," including literary, dramatic, musical, and certain other intellectual works. This protection is available to both published and unpublished works.
Copyright Clearance Center (CCC)	A not-for-profit corporation formed at the suggestions of Congress at the institution of the Copyright Act of 1972. CCC formed the Academic Permission Service (APS) in 1991 to simplify the permissions process for coursepacks and other academic applications.
Copyright permission	Granting of "legal" agreement to reproduce specific materials.

Course history	A copy of what books a faculty member used the previous year. It is sent to faculty from the campus store so they can decide if they want the same books ordered, or they have the opportunity to add or delete any titles they want to change.
Course management system	Technology designed primarily to support academic classroom courses. An efficient tool for posting materials such as syllabi and course readings, and for facilitating discussion between students.
Coursepack or course reader	A customized set of resources compiled for reading in a specific course. (Also known as an anthology.)
Credit memo	An invoice showing an adjustment has been made due to a return or price discrepancy on the original invoice.
Cross-merchandising	Displaying related study aids and non-book items next to textbooks to achieve customer service and sales goals.
Custom publishing	A generic term used to describe a process or service in which course materials, either selected or written by a faculty member for a specific class, are reproduced and sold to students by the store.
Cyber crime	Conduct or other activities that are considered or proposed to be made unlawful in their occurrence on the Internet, including new matters such as cyber squatting and spamming, as well as more traditional matters such as fraud, identify theft, and piracy.
Debit memo	A printed document that the bookstore keeps to assure that a credit memo is received in a timely manner and applied to the correct vendor.
Desk copy	A book furnished normally free for a faculty member's use when copies of the book have been ordered for a specific course.
Digital content delivery	Information that is delivered and used electronically. For example, electronic textbooks, web enhanced textbooks, online learning, and leisure reading.
Digital learning object	Digital content broken down into small chunks, are self-contained, that can be grouped into larger collections of content, including traditional course structures and are usually tagged with metadata (description information).
Digital master	An easily stored and retrievable electronic image typically representing text and picture pages from previously printed materials.
Digital object	The opaque string used as an identifier by the DOI system. It is a unique identifier for an item of intellectual property, digital or otherwise, intended to be used to identify the item in an electronic trading environment.
Digitize	To translate into a digital form. For example, optical scanners digitize images by translating them into bit maps. It is also possible to digitize sound, video, and any type of movement. In all these cases, sampling at discrete intervals performs digitization. To digitize sound, for example, a device measures a sound wave's amplitude many times per second. These numeric values can then be recorded digitally.
Distance education	The delivery, or provision of access to, mediated instruction to students who are separated from their instructor by time and/or space, including through the use of the Internet or other digital networks or technologies.
Distributors	Businesses that take delivery from multiple vendors then redistribute products to retailers.
Document delivery	The provision by libraries and other entities of services to fulfill requests for the delivery of copies of research materials and other documents.
Dust Jacket	The decorative paper placed around a book to protect the binding.

E-book	An e-book is a form of a digital object intended to be published and accessed electronically. The term is used ambiguously to refer to either an individual work in a digital format, or a hardware device used to read books in digital format.
E-book rendering	The file format, which is designated by a file extension such as .pdf or .lit and process by the electronic book reader to display the ebook electronically.
Edition (ED)	The entire number of copies of a publication issued at one time or from a single typesetting or plates.
Electronic book reader	A software program used on an electronic book reading device to access content.
Electronic book reading device	A hardware device built for accessing an e-book.
Electronic Data Interchange (EDI)	An industry standard form of software designed to communicate electronic ordering information between the bookstore and a supplier.
E-text ISBN	The ISBN assigned to an e-text. See International Standard Book Number for further explanation.
Examination copy	A book sent to a faculty member for consideration toward purchase or course adoption. It may be accompanied by or followed by an invoice seeking either payment or return of the book within a specific time period.
Extra illustrated	A copy of a book into which additional illustrations have been bound.
Fair use	Matters concerning an exercise of any exclusive right of copyright with respect to a copyrighted work which, despite the absence of permission from or payment to the copyright owner, is not considered an infringement of that right under copyright law, based upon the application of four statutory criteria through which the use is evaluated in the context of the particular facts and circumstances in which it occurs.
First and second printing	Indicates the publisher was successful in promoting the book and before the actual publication date had more orders than the first printing quality would cover, therefore a second printing was ordered. Not a first edition.
First edition	A term that generally means the first appearance of the book.
First trade edition	The edition produced for general commercial sale, as distinguished from a limited edition.
Gross margin	The dollar difference between net sales and the net cost of goods sold during a stated time frame, excluding the selling and other operating expenses.
Illustration	A design, picture, place, plan, diagram, chart, or map printed within the text.
Imprint	An impression produced by pressure on a surface; identifies the publisher by listing the publisher's name along with the date, address, and edition that is printed on the title page of the publication.
Indemnification agreement	An agreement whereby one party agrees to protect another party against certain future losses or claims.
Index	A alphabetical listing of names and topics mentioned in the book, with their page numbers.
Information technology	Technologies used to create, disseminate, store, use, or transform information, including computers, software, telecommunications products and services, Internet and online services, systems integration, and related professional services.
Intellectual property	Represents the property of your mind or intellect. In business terms, this also means your proprietary knowledge.

Interlibrary loan	The sharing of publications, information products, or material between libraries as an integral element in the provision of library services, where one library requests the returnable or non-returnable provision of loans or copies of materials from another library to fill the informational needs of its users that cannot be met through its local collection resources
International Standard Book Number (ISBN)	The international and national standard number that uniquely identifies the binding, edition, and publisher of a given work. The ISBN is the basis for identifying book titles in all industry wide automated systems.
International Standard Book Number Agency	ISBNs are assigned by ISBN group agencies in 166 countries, coordinated by the International ISBN Agency in Berlin. R.R. Bowker is the official U.S. agency that issues the numbers.
International Standard Music Number (ISMN)	(Similar to how the ISBN is utilized.) This is the numbering system used for music. Publishers are given an identifier number and then given a range of numbers that they can issue to their works. R.R. Bowker is the official U.S. agency that issues the numbers.
International Standard Serial Number (ISSN)	The Library of Congress is the official U.S. agency that issues these numbers. Serials are print or non-print publications issued in parts, usually bearing issue numbers and/or dates. A serial is expected to continue indefinitely. Serials include magazines, newspapers, annuals (such as reports, yearbooks, and directories), journals, memoirs, proceedings, transactions of societies, and monographic series.
Internet	The global network of computers.
Intranet	A computer network that uses the same technology and protocols as the internet but is restricted to certain users.
Just-in-time	An inventory management strategy in which small orders are placed to reduce the amount of money tied up in inventory and to obtain delivery just in time for use.
Late arrival section	A section devoted to materials that arrived once the term is in session. Locating the materials in a separate section allows customers to locate them easily.
Learning content management system	Software that can be used to track and input learning content and course material. Some of these systems allow for multiple uses of the content including online courses, printable PDF manuals, or help files.
Learning management system	An electronic registrar that handles record keeping for enrollment and student management, including information on students such as skills tracking, and can be used to track classroom as well as online learning. A test for a classroom-based course, for instance, can be administered online, or have results recorded online. Along with those functions, it also provides an interface with human resource information system, so, for example, information on student course completion can be transferred into permanent employee records.
Library binding	Reinforced bindings used by many public libraries.
Licensing	Contractual authorizations and/or restrictions regarding the provision of access to, or use, distribution, performance, modification, or reproduction of works.
Marketing channel	A team of marketing institutions that directs a flow of goods or services from the producer to the final consumer.
Market positioning	Creating a "position" for a store and its product mix in the minds of consumers by distinguishing it from other stores and their product mixes.
Mass market paperback	The most common paperback book, about four inches wide and seven inches high. Most often a mystery, science fiction, or romance book.

Master textbook list	List of all course materials, both required and recommended, ordered for a given term.
Mastering	Process of making the best possible copy materials to be reproduced or custom-published.
Merchandising	The process of developing, securing, and managing the merchandise mix to meet the marketing objectives of the store.
Metadata	Describes how and when and by whom a particular set of data was collected, and how the data is formatted.
Not yet published (NYP)	Indicates that a book has not yet been published. Often followed by a "due date" indicating when the title is expected to ship.
Number	An issue of a periodical.
Obverse	The right-hand page of a book, more commonly called the Recto.
Old edition (OE)	Not the current edition.
Optical character recognition (OCR)	Text is ultimately converted into a manipulable file of characters.
Ordering	Requesting a specified quantity and/or variety of merchandise from a source, with agreement on all terms related to price, shipping, return policies, etc. For the course materials category, the quantity and variety of titles and ancillary products is based on the want list.
Out of print (OP)	A book that is permanently out of stock and which the publisher has no intention of reissuing or reprinting. OP titles can be difficult to obtain and those requesting them should be notified.
Out-of-stock (OS)	An item that is not available for sale.
Overstock or backstock	Additional copies of titles, in excess of the shelf stock, which are not needed to meet immediate demand.
Packages or bundling	Textbooks packaged with software or other ancillary materials.
Packing slip	The printed document that usually arrives with a shipment of books and lists the purchase order, quantities, authors, titles, ISBNs, prices, and discounts of each title ordered.
Point of sales (POS) system	A system by which electronic cash registers are linked to a computer.
Prepay	To submit payment in advance of shipment or merchandise.
Print on demand	Printing technology that enables publishers, and therefore authors, to print one book at a time.
Pro forma	A pro forma invoice from a supplier or publisher that requires payment in advance of shipment.
Public domain	The sphere of knowledge or information which, by virtue of its character as being publicly available and/or lacking in patent, copyright, or other intellectual property protections or claim of ownership, is considered to be unencumbered and "common" to all, e.g., government information.
Publisher	A company that transforms an author's manuscript into educational materials, including textbooks.
Publishers representatives	Those whose primary responsibilities are seeking adoptions of their publishing firms' titles and soliciting manuscripts for possible future publication.

Pubnet	An electronic data interchange/electronic commerce (EDI/EC) service designed by and used within the book industry. Its purpose is to streamline the book ordering process, improving efficiencies and significantly reduce costs.
Purchase orders	A legal and binding contract for the purchase of books indicating the type, quantities and agreed prices for products or services.
Purchase order acknowledgement (POA)	An EDI communication showing that an order was received by the vendor and listing title status reports and price.
Qualitative data	Data based on opinion or perception.
Quantitative data	Data that is measurable and specific based on fact.
Recto	The right-hand page of an open book. Also called the Obverse.
Reprint	A book that is reprinted without changes or editing and offered again for sale.
Retailing	The business activity of selling goods or services to the final consumer.
Return on investment (ROI)	Measure of the store's profitability comparing net profit to the amount of money required for efficient store operation. There are several formulas available to calculate this frequently cited measurement.
Returns	Unsold books returned to the publisher for credit, or more rarely, cash.
Reverse	The left-hand page of an opened book. Also called the Verso.
Royalty	Payment to the holder of a patent or copyright or resource for the right to use their property.
Rush	Intensive busy periods for the store.
Scanned image	A photographic replica of the original document.
Self service	Departments where merchandise is displayed so that customers select items from the fixtures without sales help.
Sell-through analysis for textbooks	The selling activity of a textbook title for a defined period of time.
Sell-through based on actual enrollment	A process used to determine how well specific items sold, (expressed as a percentage) and is based on the number of books sold divided by actual enrollment figures for the class.
Sell-through based on quantity on-hand	A process used to determine how well specific items sold, (expressed as a percentage of the amount available) and based on total stock (beginning inventory plus purchases). The purpose is to measure stock reduction.
Shelf tags	Tags that provide information such as department, course and section number, instructor, title, education, and publisher, and which are affixed to the shelves at the point where the materials are, or will be, available.
Sourcing	Selecting a vendor capable of fulfilling some or all of the entire want list, while meeting a variety of other requirements related to price, shipping, return policies, etc. For the course materials category, the vendor could be a publisher, used book wholesaler, and/or new book wholesaler/distributor.
Speculation buying	Buying titles from students, or other sources, that are not needed for the next school term but could be needed for subsequent terms.
Standard Address Number (SAN)	SAN is a unique seven-digit identifier used to signify a specific address of an organization in (or served by) the publishing industry. This system, maintained by R.R. Bowker, has become the identification code for electronic communication within the industry.

Status tags	Tags which indicate the status of a particular textbook order, such as "Out of Stock " or "Due ____."
Stock keeping unit (SKU)	A unique number assigned by the campus store to each book for inventory tracking purposes.
Technological safeguards/circumvention	Technological and public policy issues concerning the use of technological measures by copyright owners and others who hold or are responsible for administering proprietary rights in content or information to control access to or use of such content or information, and matters concerning the defeat of such measures (such as encryption, scrambling, etc.), with particular emphasis on related provisions of the WIPO treaties and the Digital Millennium Copyright Act ("DMCA").
Textbook/Course materials	Traditionally the definition of a textbook is a manual of instruction or a required book used in a course of study. However, for college store purposes it is defined as those materials which appear on an instructor's course list as required or recommended for purchase by students. The criterion for inclusion is not the character, binding, discount of the book, or other designation by the publisher.
Textbook adoption policy	Campus rules tending to specify a minimum number of terms an adopted title will be used before it is changed.
Textbook grading system	A system used to place value on a used book. Each textbook is graded based on demand and condition.
Title page	The title page, near the beginning of the book, lists the title and subtitle of the book, the authors, editors, and/or contributors, the publisher or printer, and sometimes the place and date of publication. The title page information should be used for cataloging.
Total product concept	The concept that a product is more than just the tangible object offered for sale, but the sum of the product's functional, aesthetic, and service features plus the psychological benefits the customer expects from buying and using the product.
Tracking system	Method of monitoring work status of course packs in production.
Trade paperback	A soft cover book which is generally large in size and made of better quality materials than a mass-market paperback.
Unique identifier	A title or code that designates one and only one thing.
Universal Product Code (UPC)	The black and white bar code found on most merchandise; used to collect sales information at the point of sale using computer terminal that reads the code. This information is transmitted computer to computer to buyers, distribution centers, and then to vendors, who in turn quickly ship replenishment merchandise.
Used textbooks	Textbooks that can not be sold as new. (Usually used for at least one term.)
Want list	List of course materials and quantities the store needs to purchase from a source, other than buyback, for a new school term.
Working the buy	The time buyers spend making quantity buying decisions for each title to be ordered.