



Nebraska Book Company
Business solutions for the college retailer

A Look Inside the BOOK

Trends in Textbooks

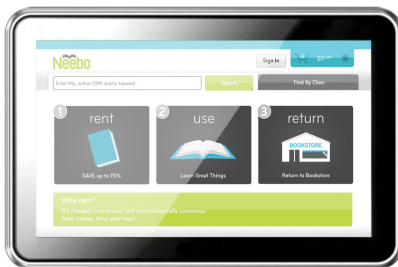
Today's college students are smart, cost-conscious shoppers when it comes to selecting their course materials. Our customers demand more cost savings, more options to fit the way they learn, and more choices in their educational materials. The best college suppliers are trying a variety of approaches to give students what they want.

The average amount of money students spend annually on textbooks is decreasing, according to OnCampus Research. Their study found that students spend \$655 per year on textbooks, down from \$667 two years ago and \$702 four years ago. This indicates the money-saving strategies college booksellers are implementing are having a positive impact. It also shows that students have gravitated toward the best deals in textbooks.

Savvy Shoppers

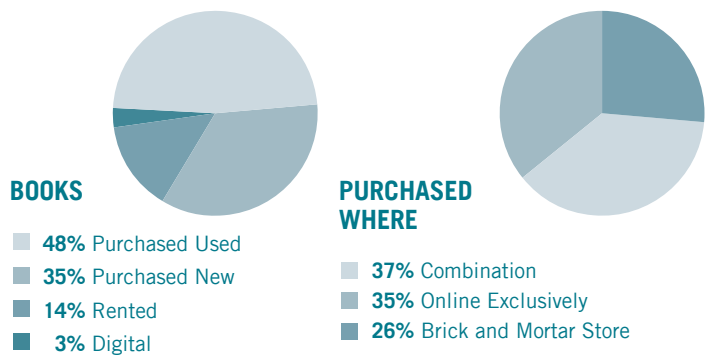
Today's students use technology to price-compare their textbooks. Specific apps compare prices – both in stores and online. Some of our bookstores take advantage of this trend by offering to meet or beat any lower prices. This guarantees students get the best price and the convenience of selecting a book instantly.

Why buy new? Used textbooks save students money. And textbook rental saves even more – up to 65% off the cost of new textbooks. We led the industry by first introducing textbook rentals in 2009. Since then, many colleges have also begun to feature rental options, as the number increased from 300 in 2009 to more than 2,500 in 2011. We are leading the way in making textbook rentals a successful option for campuses nationwide.



As the pioneer in textbook rentals, we continue to innovate the process. Our new Textbook Rental Kiosk brings an interactive rental station to campuses across the nation. Students can easily use the touchscreen to search

1.3 | Volume 1, Issue 3 February 2012



Source: Fall 2011 College Student Tracking Survey, Crux Research

for a specific book by title, ISBN or keyword. Once selected, the student can review the book details including rental price, cover image, applicable course information and more. The entire rental process is quick and easy to understand and the book can be shipped or picked up at the bookstore.

Tech-Based Options

Some students have looked to digital textbook options for convenience and savings. Even with the draw of technology, the majority of students aren't making the leap yet. In some instances, the savings haven't been realized. A recent study at Daytona State College found that students who tried e-textbooks over four semesters saved only \$1 compared to students purchasing traditional print media. Many students struggle to use digital textbooks, others struggle to open and use course materials during lectures.

Apple just announced it is getting into the textbook business with a new program and a new editor for professors to publish their own course material. Apple's materials will start out in the high school setting, and then move into college. Initially, the offering seems exciting with a low price tag and custom material options – but the same issues exist. Their materials work only with the iPad – which is owned by only 9% of four year college students according to Student Monitor's Fall 2011 survey.

Nebraska Book Company remains an industry leader in helping bookstores provide digital content options to students. In 2007 we created Jumpbooks® – a digital delivery system that partners with CourseSmart. This program equips bookstores with one of the largest digital content repositories available, offering more than 90% of mainstream textbook titles as well as supplementary content. In addition, Jumpbooks allows faculty to create digital coursepacks that can be conveniently sold through the bookstore. Jumpbooks are value-priced and are accessible on whatever device a student owns – including laptops, iPads, Kindle Fire or Nook. PC World recently applauded the benefit of this program’s flexibility over Apple’s offering. Whether a student wants to buy a textbook, rent a textbook or try a digital copy – our bookstores offer all of the options.

reviewing a textbook on a screen isn’t the same. Until the technology improves a student’s studying experience, many will stick with what they know. However, students still demand more options and cost savings when purchasing their textbooks.

The challenge has never been greater for textbook stores and online providers. It’s critical to offer students cost-effective options and pay attention to how they learn and want to access materials. The best retailers help students get the most college for their money.

Nebraska Book Company has been in this business for 100 years. We’ve seen changes far more dramatic than Apple’s most recent announcement. We’ve thrived over the years because we’ve learned to adapt while serving our customers better than anyone else. And that’s what we will continue to do.

Textbook Market Today

In spite of new offerings this past year, according to our research over 90% of students still choose traditional textbooks. For some students,

President’s Message

I believe that the motion picture is destined to revolutionize our educational system and that in a few years it will supplant largely, if not entirely, the use of textbooks

-- Thomas Edison, 1922

When I first heard Apple was making an announcement that was going to completely change how students use textbooks, I couldn’t help but think of the quote above from Thomas Edison in 1922. I had the same thought three years ago when I first heard that the Kindle would be a “game changer” in the textbook industry. Personally, I believe that the textbook’s future lies not in the hands of the inventor, but in the hands of the student and in his or her willingness to depend on an electronic textbook, to learn critical knowledge. Current studies indicate that thus far, that is not the case.

Our business is prepared to meet the demands today and move on with challenges of the future. As for our Chapter 11 process, we continue to press towards emergence. We had a successful meeting with our creditors this week and are confident this will be over as soon as possible. We will continue to provide updates and new information in future publications. As always, I am thankful for the steadfast dedication of our teammates and the unwavering support of our clients and partners through this process.

-Barry Major, President

As a company, NBC is looking at all possible routes learning may take and we have positioned ourselves well for whatever the future may hold. But the near and intermediate future of the traditional textbook is unshaken.

What Happens Now?

