

# BACK2BASICS

**UNDERSTANDING HOW THE TEXTBOOK CYCLE WORKS WILL MAKE CHOOSING WHICH TYPE OF BOOK TO ADOPT AS SIMPLE AS BASIC MATH.**

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## the basics.

You select the textbook for your course.  
We stock that book.  
Students buy that book from our store.  
They use it in your class during the quarter.  
After finals, they sell it back to us at buyback.

## THE DETAILS.

Besides these basic steps, factors like timing and if the book is being used in your class again can change how much students pay in step 3 and how much they receive back in step 5. These factors are based on your adoptions.

If you decide to use the same textbook and let us know by the set deadline, then we can pay more for the book at buyback, saving students about 30 to 35 percent. Plus, students next quarter have more used books to choose from, saving them money too!

If you miss the adoption deadline, don't adopt the same book for the next semester or adopt a new edition, students will receive less money back at buyback and less used books will be available the following quarter, causing a higher price at the checkout counter.

## the POINT.

Follow these easy steps to offer students the most bang for your book:

### Submit Adoptions Early:

When we know you're using a text again the following quarter, we pay your students more for it at buyback.

### Just Say No to NEP's:

Adopting titles with a new edition pending titles means students receive less at buyback

### Promote Used:

They save students the most money!

### Reconsider Bundles:

Beware of allowing textbook publishers to push this option on you without a plan of how to integrate it into your curriculum.