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into the final price. Warren said. From the publisher's perspective, book costs have been held reasonably low considering the amount of time and work that go into creating a good book.

"You have to look at the value of the book in terms of the overall cost of your education," Warren said. "If a book is commonly used, the price is not unreasonable but a good value."

To create a worthwhile textbook, authors and publishers must go through a process that could take anywhere from nine months to four years, Warren said.

Book proposals must be submitted to the publishers by the author, and those proposals are reviewed and carefully selected. There is a constant review of the book throughout the project to guarantee that the information is pertinent and up-to-date, to check the accuracy of the facts and to maintain good readability and presentation of the overall text throughout the project, Warren said.

The technical aspects of the textbook business make it very expensive to publish textbooks, Williams said.

In comparison to publishing a million copies of a best seller, the numbers of published textbooks are considerably less because of the limited audience in the range of book topics, Williams said.

**Used books up the ante**  
Although publishing a book is expensive, prices go up even further because of the used book market, Williams said.

"There is generally not a high unit of selling time when the book can be out on the shelf because of the used book market," Williams said.

"The publishers now have to make their money within the first year the book is on the shelf," Bauman said. "So prices get hiked up, but the publisher makes no more money than he usually does. The author makes less because there is less time to sell the books, and the used book dealers make the money because there are no handling costs."

For this reason book prices start up higher than normal to recover profits for the publisher.

To combat the rising costs of textbooks, the University Bookstore has a number of benefits for students.

"It's frustrating for us at the Bookstore because book prices are high for explainable reasons, but students become critical of us and we're trying all

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authored the text for his 300-level class in biological psychology.

Textbook industry statistics indicate that authors, including professors, don't receive more than about 14 percent of the book's price in royalties, according to Gene Warren, Bookstore service manager for the John Wiley & Sons Publishing Co. For a \$25 book, that translates to \$3.50 — at most.

"Unless you have a best seller or your book is widely adopted in classes, no one really makes that much off of a book used primarily in classes as a text," agreed sociology professor Miriam Johnson, whose *Strong Mothers, Weak Wives: The Search for Gender Equality* will be required in Johnson's class this term.

"The only big money in texts might be for large, nationally offered introductory courses or high school classes," Kimble said.

While most professors aren't making a killing writing texts, some are still sensitive about requiring them for their own classes.

Johnson worked out an arrangement with her publisher to provide her book to her students at a reduced price through a local feminist bookstore. This lowered the price from \$25 to \$18.50.

And Mark Phelps, an adjunct business law professor who wrote a study guide to accompany the required text for one of his classes, was so concerned about requiring his students to buy it that he decided to make it optional

and place copies on reserve at the library.

Besides the lack of a monetary reward, Phelps also rejected the notion that professors write textbooks for the prospect of advancement and a higher salary at the University.

"I have the impression that in comparison to doing research and writing articles in professional academic journals, writing for textbook publishers doesn't carry a whole lot of weight," he said.

Provost Norman Wessells, whose office makes the final decisions on advancement and tenure at the University, agreed.

"Writing textbooks is not encouraged anywhere in the research universities," Wessells said. "It may be a valuable contribution to higher education, but it's not something anybody ought to do early in their career."

"When you consider someone for tenure, the essence is whether their work is an original intellectual contribution to an academic discipline," Wessells said. "Generally, textbooks don't fall into that category."

For journalism associate professors Lauren Kessler and Duncan McDonald, who have collaborated on three textbooks, the motivation to write stems from the belief that journalism teaching methods could be improved.


"We felt very strongly that there was a better way to organize the teaching of journalism that was more in tune with what people actually did in their lives," Kessler said.

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