

# Competition levels textbook prices

■ Students may think they're getting soaked by the University Bookstore, but prices are comparable

By Joel Kuhnu  
for the Emerald

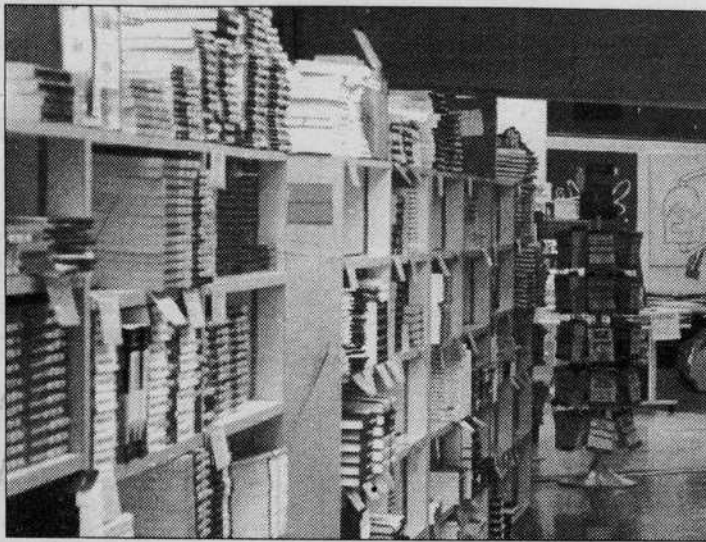
It's not hard to see how students could get sticker shock from buying new textbooks at the University Bookstore.

"Introduction to Mineralogy" runs \$63, "Mathematics in Life, Society, and the World" will set you back \$77.40, and for "Molecular Cell Biology," prepare to hand over \$82.80.

With prices like these, the Bookstore must be making money hand over fist, right?

Not exactly. When it comes to coursebooks, the bookstore simply buys the books chosen by professors and then marks them up — new books at 25 percent. Used books sell at 75 percent of the new-book price. Then at the cash register, the Bookstore deducts 10 percent from the shelf price for students, as well as faculty and staff.

Whatever the Bookstore makes on sales goes to cover the cost of getting books on the shelves and expenses such as personnel and shipping, said Gina Murray, the Bookstore's faculty and publisher liaison. Murray said



Azle Malinao-Alvarez Emerald

The University Bookstore stocks the books professors order, then discounts their 25 percent markup by 10 for students, faculty and staff.

that as "the point of contact," she understands how students can become frustrated with the Bookstore.

"We're the ones selling them the really expensive books," she said of students' perceptions. "So naturally the first reaction is going to be with our department."

Murray said that the Bookstore does everything it can to get books at the lowest possible prices by shop-

ping around among wholesalers, distributors and publishers for the best deals. She said the Bookstore shops among six used book wholesalers to try to "get as many used books as possible" for students.

The persuasiveness of used books has a "definite core impact" on the price of new books, said Stephen Hochheiser, director of

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## Breslow

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sweatshop labor — those issues are the new student movement. Students all over the country are fighting for this, and we need to be there with them, because there's nothing more important to being a student than making sure that you get an unbiased education.

**Q: Why should students pay any attention to student government?**

A: Because we're doing things that drastically affect their education. I mean, we're in control of \$7.5 million. That's a lot of money. This isn't high school student government, where you plan a pep assem-

bly and a dance. This is \$7.5 million in student money that we have to protect. We need to make sure we're using it to the best advantage, so that students maintain some sort of autonomy.

**Q: What plans do you have to keep students entertained and interested throughout the year?**

A: We have a couple of ideas. One idea is an Animal House appreciation week, like re-creating the food fight scene in the Fishbowl. Fun stuff like that that gets the normal student involved, shows what students can do, organizing fun events ... whatever we can do to balance the social aspects of student government with the political aspects. And mix them together —

bring in a cool band here in the EMU Amphitheater, and after the band plays, we'll have a packed house, and we'll bring in some political candidates to debate the issues.

**Q: How will you make yourself accessible to students?**

A: Basically I'll be spending a lot of time around the office. [The ASUO staff will] be out and around, showing up to events. That's part of our plan, is to be out there, accessible, and visible to all students so that they feel comfortable coming to see us if they have a problem, or when we come recruiting volunteers or interns, they'll know we're cool kids.

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