

BOOKS

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merchandise lower because they sell many copies and usually don't have color. On the other hand, textbooks often have color and a small print run, which means they must be priced higher in order for a publisher to make money from them.

"Publishers aren't going to stay in the business of publishing if they don't make money at it," Standish said.

He added that the used book market is another driving force behind the high price of textbooks.

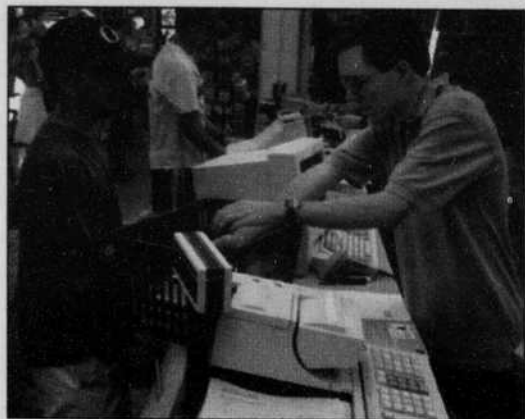
As the popularity and profitability of used books has grown, publishers have been forced to print new editions more often in order to make money. Standish said the new edition cycle for books used to be every five years, and now it has bumped up to every two years because people stop buying new books after used ones become available.

In addition to competing with used bookstores, publishers compete with each other. And in order to get to students' pocketbooks, they must first go through professors.

Standish said textbook publishers constantly add additional things — such as Web sites, study guides, CD-ROMs and a number of other special features that increase the price of production — to make their product an attractive teaching tool for professors.

Journalism Professor Duncan McDonald said seven to eight sales people approach him every year trying to get him to use their textbook in his classes.

Business Professor Dave Dusseau also said he's frequently approached



David Hetrick, a classics major and employee at the University bookstore, rings up a student on Sunday.

Mark McCambridge
Senior Photographer

by marketing people from major textbook publishers.

"I represent a huge business," Dusseau said. "Think about the potential to sell 2,500 books at \$50 a pop to students."

But Dusseau, McDonald and Standish all said they are concerned about the high cost of textbooks and the burden it places on students. Standish said he knows students are making decisions to share, borrow and photocopy books so they can afford to take the classes they need.

"I don't think they have the kind of access to books they want," Standish said. "That's what disturbs me."

Fazier said he's never avoided taking a class because he couldn't afford to pay for a textbook, but he has dodged textbook costs by photocopying from a friend. Fazier couldn't do that this time; however, and his wallet is now \$300 lighter.

"It kind of worries me because I worked all summer to blow all my money on books," he said.

Contact the news editor
at jenniferbear@dailyemerald.com.

NEWS BRIEF

ASUO seeks fill-in for Senate Seat 12

Weekly meetings and the power to allocate leftover student incidental fee money await the student who steps in to fill the empty seat on the ASUO Student Senate.

Seat 12, which represents the School of Architecture and Allied Arts, was recently vacated when the elected senator graduated.

Applications for the empty seat

can be picked up in the ASUO office in Suite 4 of the EMU and are due back by the end of the second week of school. Students must include a cover letter and résumé with their application.

Seat 14, the social sciences senate seat, was also vacated recently, but the ASUO Executive appointed Mike Sherman, a senior at the University, to fill the position.

— Jennifer Marie Bear

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