

Why Buy a Textbook?

It's Cheap (seriously!)

Textbooks and other course materials represent just 9 percent of the overall cost of education at a two-year college, less than 6 percent of the cost at a public four-year college, and less than 3 percent at a private four-year college.¹ Don't risk your investment by going without your course material.

On average, texts and other course materials cost \$2.23 per day of attendance in college.² There is no comparable investment that can better help you succeed in college.

It's Authoritative

Seventy percent of instructors base their exams on information found in the textbook.³ Most instructors use the textbook to create quizzes and tests. Using your textbook will help you get a better grade.

It's Reliable

Some students try to get by without a text by taking copious notes in class, borrowing the book from a classmate or friend, photocopying assigned material, and using reserve copies in the library.⁴ All of these alternatives are time consuming, often unreliable, and potentially more expensive.

The textbook is your most complete resource available to you twenty-four hours a day, seven days a week.

It's Essential

Textbooks and other course material will help you get your degree. Consider that someone with a bachelor's degree earns \$14,000 more per year than someone who drops out of college.⁵ Isn't this an investment worth making? You are in college to get a degree and enhance your lifelong prospects. Education may be expensive in the short term, but in the long term it is priceless.

¹The College Board, National Association of College Stores Understanding Student Behavior

²The College Board

³NACS Student Watch-Textbook and Course Materials Survey

⁴ibid.

⁵. Post-Secondary Education Opportunity, US Census