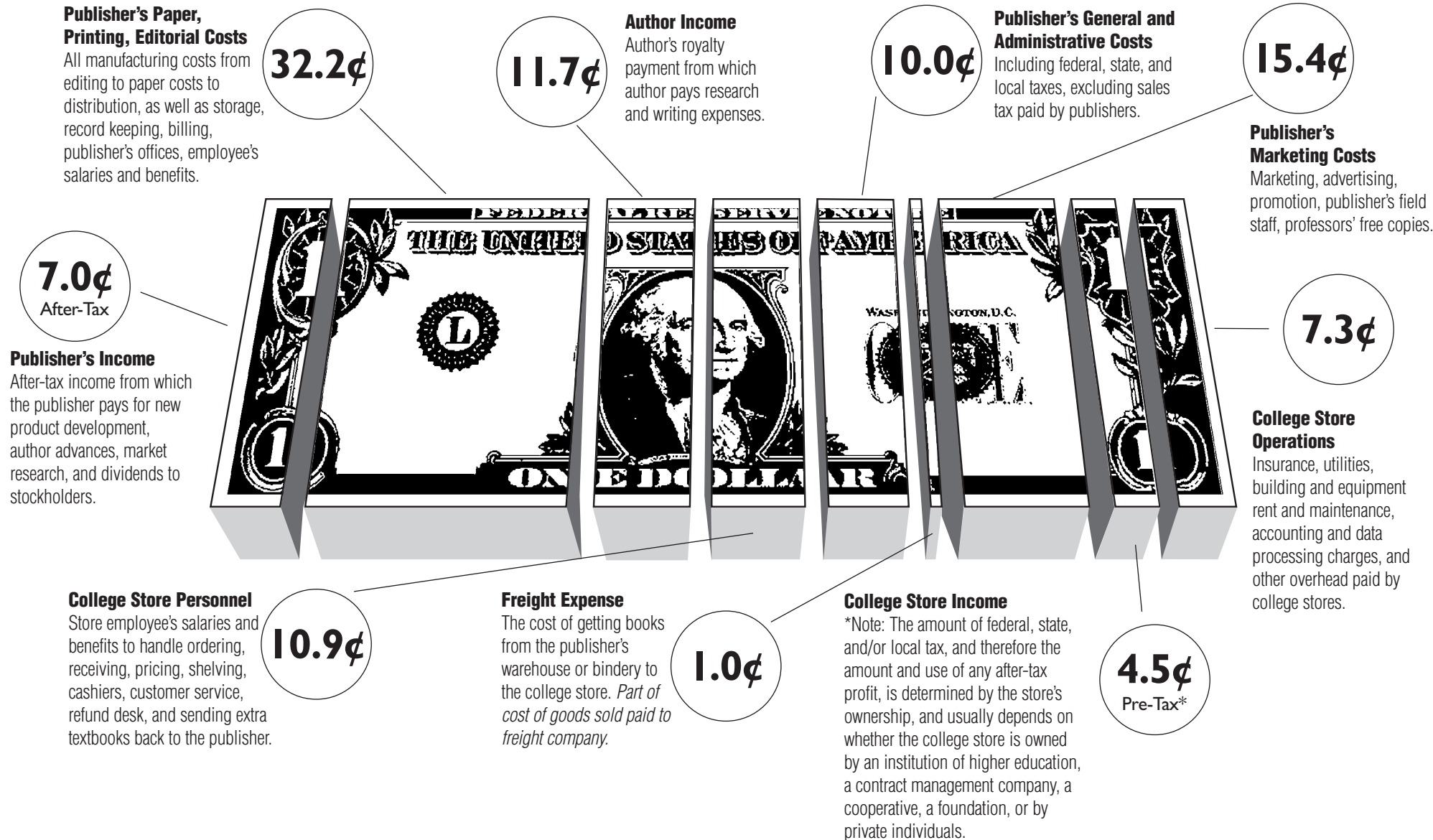


Where the New **Textbook Dollar** Goes* ...



*College store numbers are averages and reflect the most current data gathered by the National Association of College Stores. Publisher numbers are estimates based on data provided by the Association of American Publishers.