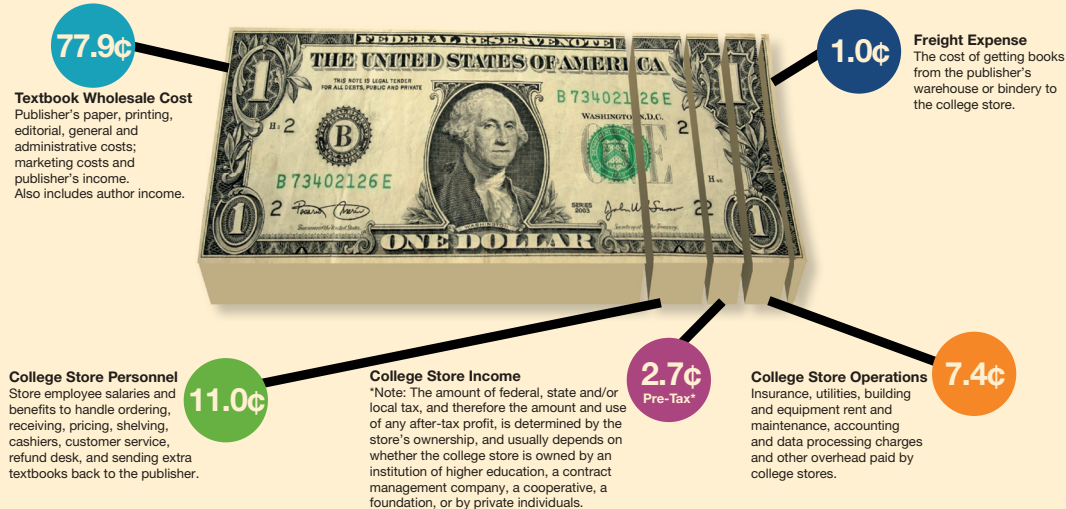


Figure 4.2

A Comparison of Publisher and Bookseller Income and Costs From Student Course Material Expenditures

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.

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