For Your Information
Important LU Academic and Administrative Information

August 18, 2011

The following subject areas have new posts or reminders.

Academic Affairs
Campus Affairs

This email will be archived in the Executive Documents Folder on the J-Drive for future reference.

Academic Affairs

This message sent to faculty members from the Provost:

Dear Faculty member/Instructor:

The publishers of Pearson Higher Education have long shared a tradition of good faith with faculty in providing complimentary examination copies of textbooks under consideration for classroom use. These complimentary copies are provided with the understanding that books will be retained for professional use, and unwanted books can be returned to the publisher at anytime.

Currently, we know that many college instructors are approached by profiteering book buyers – both on campus and online -- who will offer to buy the complimentary examination copies for “pennies on the dollar” value of these books. This practice undermines the good faith relationship publishers have long held with faculty, as professional review copies are provided for faculty evaluation and use as teaching tools, not as textbooks to be sold to bookstores or resellers.

Unfortunately, these book buyers have mistakenly suggested that selling complimentary copies ultimately saves students money when, in fact, exactly the opposite is true. Specifically:

- These sales have the greatest impact on driving up new textbook prices because they enter the market as used copies but were never sold by the publisher. The author and publisher earn nothing on the original sale, so their investment made in creating the textbook is not compensated.
Even though the cost of buying these books is quite low, the price to the student will be the same as any other used book – at a minimum 75% of the new book price, but at a substantial profit to the book dealer.

Fewer sales of new books means the ones publishers do sell have to bear all the cost of the investment and returns earned by the author and publisher.

Pearson makes every effort to collect all complimentary copies that are no longer needed by instructors, were inadvertently sent to people who did not want them, or perhaps received them in error. Most of our books include information on how to return them to us, and our sales representatives can help make arrangements for easy ways to return or collect these books.

We urge you to take whatever steps you can to return complimentary copies to us. You can contact your local sales representative for more information. Or, postage-paid return mailing labels can be printed out at the following Pearson website:


Another way you can help is to ask your local college stores to offer only non-complimentary copies to your students. Your assistance in reducing the bookstore’s supply of complimentary copies is appreciated and will help contain the costs of course materials.

Thank you for helping us by retaining for your personal use or returning your unneeded textbooks. Our ability to provide college instructors with the latest publications in their teaching area is a vital part of bringing new ideas and pedagogy to college teaching. And, limiting the availability of complimentary review copies in the used book market will help us fight the rising costs that result from the resale of these books.

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**Campus Affairs**

Please be aware that starting tonight the parking lot behind MAB will be blocked off. All vehicles must leave that area. Tomorrow new stripes will be painted demarcating parking spaces. When the paint dries, the lot will be reopened.

Thanks for your understanding.

**Kurt Smith**  
**Director of Public Safety and Security**