

Be book smart.



Seven Critical Factors for Bookstore Success

Ever wonder why some college bookstores reap high profits — and high marks from students and faculty — while others founder? At Nebraska Book Company (NBC), more than 90 years of experience helped us determine the top seven critical success factors for college bookstore managers.

ONE • Take a Proactive Position in the Industry.

Your future rests in your hands. To ensure your continued success, you must take a proactive stand. You have the opportunity to get involved. Two out of three bookstore managers said they would switch to another wholesale partner if their wholesaler started selling books online directly to students. Two out of the three largest wholesalers are going direct to students, right now! You have the power to make your vote count — sell your books to Nebraska Book Company and prove that you're not going to stand on the sidelines and watch your business be taken away. You can change the future course of our industry and, at the same time, combat online competition, grow sales, and provide students and faculty with the solutions they require.

“Nebraska Book Company's strategy is to remain focused on enabling bookstores to achieve optimum success. Our robust solutions capitalize on marketplace trends and the preferences of the millennial generation, building both the bookstores' virtual and brick and mortar stores.”

— Mike Kelly, Senior Vice President, Textbook Division, Nebraska Book Company

TWO • Give Students a Choice

Campus bookstore partners have begun to ask for it — and Nebraska Book Company has listened. We're proud to introduce our digital delivery solution bringing ebooks into the campus bookstore. At Nebraska Book Company we are constantly evaluating trends and listening to customer needs to ensure optimum bookstore success. While we do not feel that stocking ebooks is critical to a campus bookstore's success, we do know that innovative retailers are adding them to the traditional choices of new and used books.

It's as easy as adding digital delivery tags next to your physical textbooks right on your store bookshelf. The student then uses a unique code to download the ebook at his or her convenience through a centralized web application.

THREE • Build Your Competitive Knowledge

Check out in-store and online competitive advantages, discover the hot student networking sites, and learn about changes in the online textbook market, what's working at other bookstores, and emerging student and faculty trends.

You'll hear it all from the experts through NBC's Knowledge is Power educational webinars: *Textbook Insights – What's in store for the college bookstore?* Learn more by attending our webinar — Focusing on Your Bookstore. To register, go to www.nebook.com, and follow the links to the *Knowledge is Power* webinar series.





Seven Critical Factors *continued...*



FOUR • Build on Your In-store Competitive Advantages

The social environment, ability to flip through textbooks and easy returns make today's students prefer shopping in the bookstore over shopping online. With help from NBC, you can make certain this trend continues on your campus:

- Store planning and design with college student appeal
- Proven marketing services to build awareness and increase bookstore preference
- Industry-leading Bookstore Management Systems
- Cooperative buying programs
- Economical supplementary services

FIVE • Create a Highly Useable, Well-Managed Website

The web is not just another bookstore — it's driving a new breed of bookstore. You can minimize the impact of online competition with a comprehensive Internet strategy that's tailored specifically to your bookstore.

As the leading e-commerce solution for college bookstores, Nebraska Book Company's CampusHub offers you an easy, affordable e-commerce solution. Plus, the CampusHub system ties into your back-office systems for seamless integration.

Through our growing online promotional network of online organizations offering student-centric services, your bookstore can leverage demographically targeted advertising to instantly increase web site hits.

SIX • Alert Faculty to the Importance of Early Adoptions

Faculty involvement is critical to keeping student course materials costs down and buy-back participation up. The NBC Textbook Adoption Communications Kit helps make it all happen.

- Sample Letters and E-Mails alerting faculty members to their importance in textbook pricing
- Direct Mail Reminder Postcards with faculty order deadlines
- Web Page detailing textbook pricing and key statistics
- Bag Stuffers to educate students on textbook pricing
- Royalty-Free Images to enhance your communications
- Top-10 Fact Sheet of talking points to answer faculty and student questions

SEVEN • Check Costs with a Tightly Managed Bookstore

NBC's PRISM and WinPRISM products make it easy for you to keep costs in check. Get bar code scanning, point-of-sale, online buyback, complete inventory control, and financial accounting plus the *NBC Buyer's Guide*, and electronic communication services via PUBNET and EasyLink. Manage your bookstore better with PRISM and WinPRISM:

- Improved Cost Management
- Easily Updated POS Systems
- Enhanced Customer Service
- Ease of Use for Employees

**Call Your NBC Representative Today and
Put Our Knowledge to Work for Your Bookstore.**

800.869.0366

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