

Price raise due to complimentary books

Report says marketing adds nearly 15 percent to book costs

By DINITA JAMES
Staff Writer

One of every 10 textbooks printed in the publishing industry is given away to professors or graduate students to promote book sales, *Books and Bucks*, a publication of the Association of American Publishers, reports.

"Fifteen percent of every dollar goes to the marketing of a book," the publication reports. "An alarming number of complimentary copies are sent out to do this marketing. These complimentary copies are the largest single expense of marketing after the cost of maintaining a sales staff."

Richard Sebastian, a sales representative for McGraw Hill, visits the UNC campus four or five

times each year. "Complimentary copies add to the cost of books," he said. "Publishers send out hundreds of thousands of free books each year. But it's the only way we can sell a book. We have to get it in the hands of the professors teaching the course."

James Bowman, vice president for marketing at McGraw Hill, said the complimentary copies must be sent to professors and must be considered one of the primary expenses of promotion.

"The percentage prices are raised because of the complimentary copies is small on the whole total," Bowman said. "It can be as much as 5 percent or maybe a little more, depending on how the book does. If we send out 10,000 copies of a freshman English book, and it does terribly, it might amount to as much as 50 percent of the cost to us and,

therefore, the cost to you."

David Yelton, sales representative for Holt, Rinehart and Winston, said the percentage complimentary copies increase the price of a book is rising. "If I had to define the percentage of the price per book that the complimentary copies make up, I couldn't do it. I know it is minimal, but it is getting higher every year."

Several UNC professors said they don't think the complimentary copies could have any real effect on book prices. "I can't believe that the complimentary copies have a great effect on prices, but I have no evidence either way," said Peter McNamara, director of freshman and sophomore English.

"The ability of a publisher to contact the potential market for a book is an important

consideration in getting the books I author into use," said George Kennedy, classics professor. "The advertising that publishers do is, if anything, inadequate. I'd like to see publishers send out more free books."

Bowman said McGraw Hill welcomes the return of books that are not adopted for use as a text. "We'd love to just send a chapter, but the professors say, 'If you want us to review your book, we have to see the whole thing.' We encourage them to return it if they don't intend to adopt it."

Sebastian said the complimentary copies do add to the price of new books because professors sell them to used book dealers. "The controversy in our business and among academicians is that they sell our sample copies to use book dealers. The

used book dealers, in turn, sell the textbooks to student book stores at less than the price we have to charge the stores. We lost \$15 million in the book industry last year because of this practice. This loss is tacked on to the price of the books of all publishers, and the students ultimately end up paying that."

Publishers' representatives have sales techniques other than sending out complimentary copies. "We try to know the weaknesses of the book a professor might currently be using and discuss the weaknesses in a soft sell way," Sebastian said. "I have cocktail parties for professors and graduate students. But we're not a bunch of shysters. We're not in it to make a fortune. We're quasi-educators ourselves."

Carmina

The Carmina Consort will present a program entitled *In Dulci Jubile* at 8:15 tonight in Gerrard Hall. The concert will tell the Christmas story through the music of medieval and Renaissance composers.

The consort, composed of nine area musicians, is now in its fifth season. They specialize in early music performed on period instruments.



AED holds last blood drive of semester

Alpha Epsilon Delta, the pre-medical, pre-dental honor society at UNC, will hold its last Red Cross Blood Drive of the semester from 11 a.m. to 4:30 p.m. today in Great Hall, Carolina Union.

AED's goal for the drive is 150 points of blood, which AED representative Bobby Wainer says is needed badly for the Christmas season. Anyone who has not given blood in the last two months is eligible to donate. No appointment is necessary.

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4 miles east of Chapel Hill between Highway 54 and Old Durham-Chapel Hill Rd.
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SPECIAL ATTRACTION
Pamela Barefoot will be at Patterson's Mill Sunday, December 10, 1978, 2-5:30 to autograph her book *Mules & Memories*.

Holiday Hours:
Thanksgiving to Christmas
Mon.-Sat. 10-5:30, Sun. 2-5:30

LAST CHANCE before you go home for Christmas.

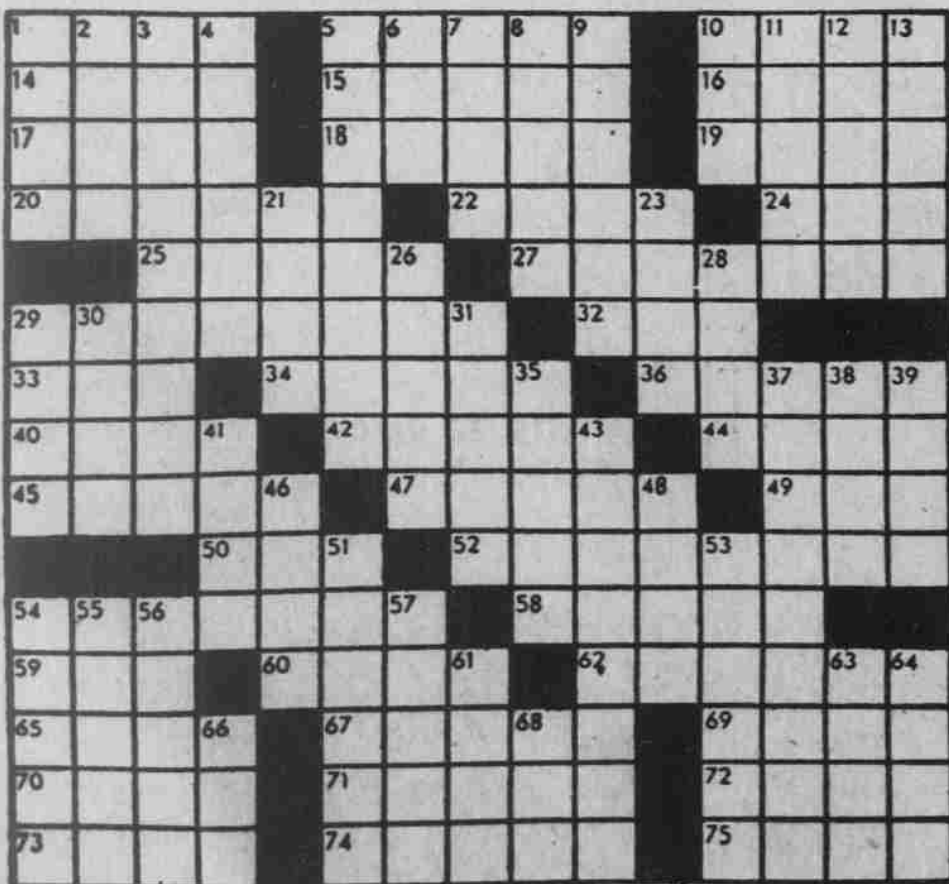
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14 River to the Baltic	15 Cognizant	16 Tight	17 Briar	18 Stately	19 Cruel one	20 Leaves hurriedly: Slang	22 Simmer	24 Before	25 Leaves out	27 Level of command	29 G.I. booty: 2 words	32 — paper	33 Luau dish	34 Hawaiian windstorms	36 Shelve	40 Exclusive	42 Pertaining to ear-part	44 Leo, e.g.	45 Service	47 Page	49 Young man	50 Tax agcy.	52 Certain On-	21 — tooth	23 Pronoun	26 "— a gun!"	28 Of an age	29 Addenda: Abbr.	30 Source	31 Banned —	35 Epsom —	37 Two-sided	38 — shark	39 Ceases	41 Narrow margin



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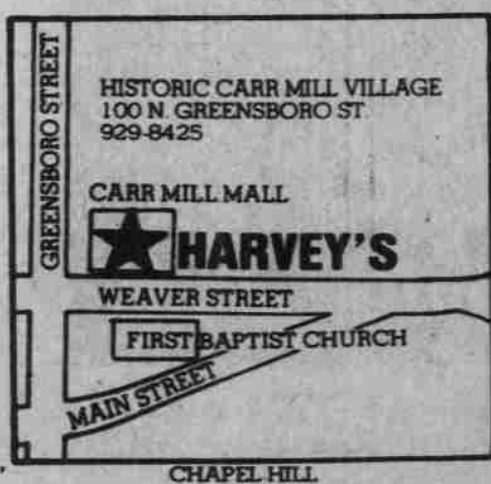
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