

BOOKSTORE MYTH BUSTERS

We here at the University Bookstore realize that there are many myths surrounding the process of selling back your textbooks. Read on to see how simple marketing can cost you money.

MYTH 1: "OTHER STORES HAVE SPECIAL DEALS THAT WILL GET YOU MORE MONEY THAN IF YOU SELL YOUR BOOKS BACK TO THE UNIVERSITY BOOKSTORE."

BUSTED: WE BUY BACK MORE BOOKS FOR MORE MONEY THAN ANYONE ELSE ON CAMPUS. TAKE A CLOSER LOOK AT THOSE "DEALS." YOU KNOW WE GAVE YOU THE LOWEST PRICE GUARANTEE, NOW COME TO THE PLACE WHERE YOU KNOW YOU'LL GET THE MOST BACK.

MYTH 2: "I MIGHT NOT GET ANY MONEY BACK FOR MY BOOKS."

BUSTED: WE'RE THE ONLY BOOKSTORE TO GIVE BACK MONEY ON EVERY BOOK THAT COMES THROUGH OUR DOOR.

MYTH 3: "I HAVE NO IMPACT ON THE AMOUNT OF MONEY I GET FOR MY BOOKS."

BUSTED: IF YOU'RE GETTING LESS THAN FIFTY PERCENT OF THE BOOK'S ORIGINAL VALUE, OUR BOOKSELLERS WILL TELL YOU WHY. IF THE BOOK IS A CURRENT EDITION AND IS RESELLABLE, YOU CAN ASK YOUR PROFESSOR IF (S)HE IS PLANNING ON REUSING THE TEXT. IF YOUR PROFESSOR TURNS IN HIS OR HER ORDER TO US, WE'LL GIVE YOU HALF BACK!

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your
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The University Bookstore

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