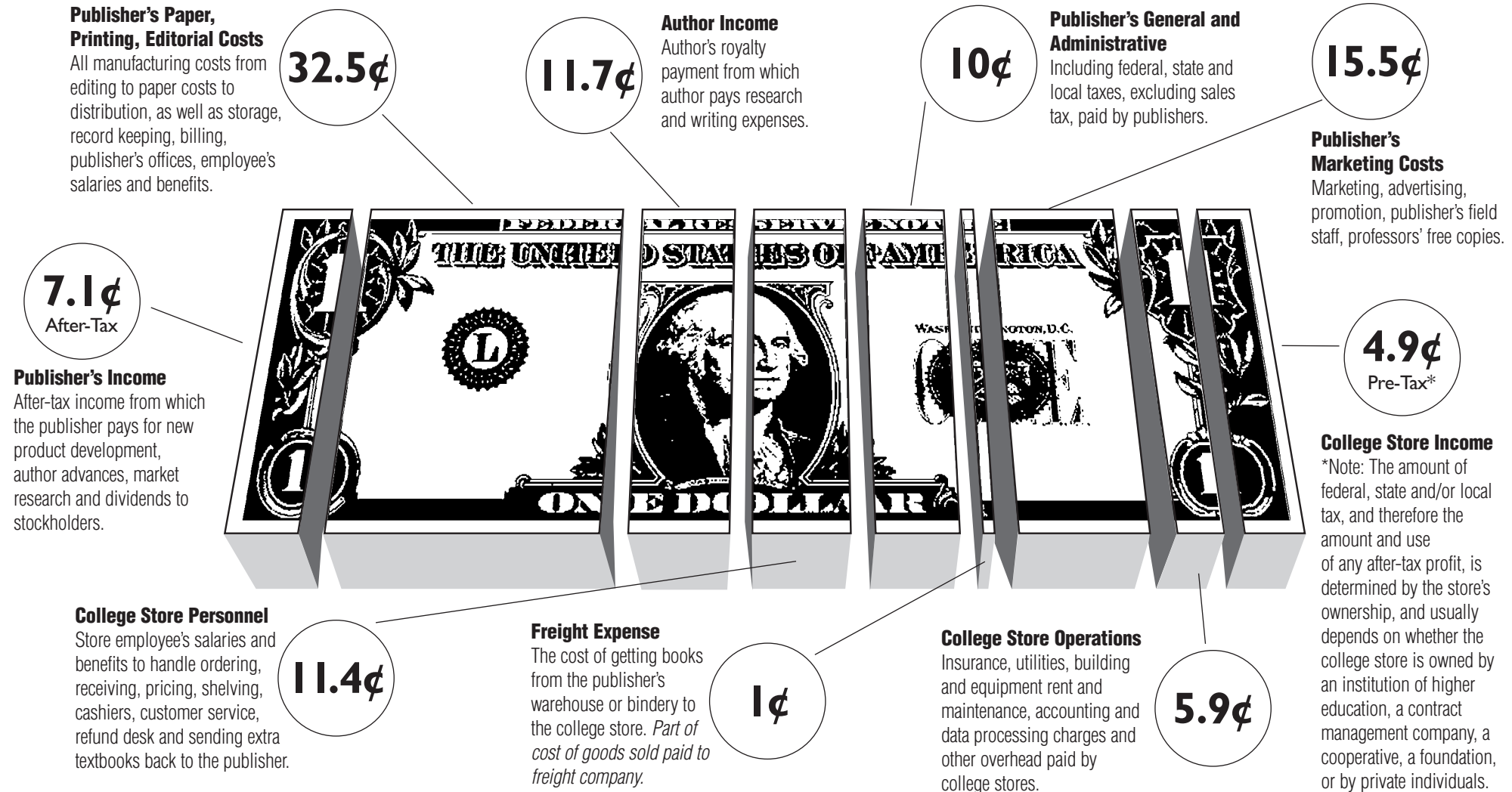


# Where the New **Textbook Dollar** Goes\* ...



\*College store numbers are averages and reflect the most current 2004-2005 data gathered by the National Association of College Stores. Publisher numbers are estimates based on data provided by the Association of American Publishers.



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