



One of the foundations for a successful class is the textbook. Not only is choosing the right textbook important but following procedures to insure that the textbook is in stock when the class starts.

Choosing a textbook

The selection of a textbook is a highly personal matter. There can often be dozens of competing textbooks on the same subject especially for general education type courses. However, there are resources available to assist you in selecting the appropriate textbook.

1. Peers – what books did the previous instructor use? Even if you do not feel that the textbook that faculty member used will work in your class, that faculty member, having previously gone through the adoption process, might be able to recommend a different title that would more closely align with your course. Additionally, by their having gone through the adoption process, they may already have a copy of the textbook that you can borrow to evaluate it for use in your class.
2. Publishers' representatives – although they will naturally pitch the book that their company publishes as being the best, you can question them about the contents of their textbook to see if it aligns for your class. Also, they will be able to tell you what type of ancillary support materials, i.e. Instructor's manuals, overheads, test banks, web resources, etc., are available.
3. Amazon.com & Barnes and Noble.com – a keyword search by subject can pull up dozens of titles on a subject that you are interested in. Additionally, the web page for a book may include reviews, table of contents and occasionally sample chapters.
4. Faculty Center Network – this is a database compiled by MBS Textbook Exchange, one of the leading national textbook wholesalers. Where as Amazon and B&N are geared more toward general books, this site is geared more to textbooks. In addition to much of the same bibliographical information that you can receive on the other sites, you can also get sales and demographic details. This site can be accessed from the USC Bookstore website under Faculty Services.

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Keep in mind your students when selecting textbooks. Your student's perception of the value of the textbooks that you selected is a major component in their overall assessment of the class. These are some things to consider:

1. Integrate the Textbook – testing from and referring to the textbook in your lectures are the two most important factors students take into account when deciding on the value of a textbook. Students are often heard during book buyback stating that they never opened the book.
2. Pace the Class – if you are ordering 10 titles for a 16-week class, ask yourself can you realistically get to all 10 titles?
3. Required Versus Optional – if you are testing from or giving assignments out of a textbook, you should list it as required when placing your order. However, there are often titles that you think that your students should have to further their understanding of the material; are titles that anyone considering further study in that field should own; want to have available for extra credit assignments. These titles should be listed as optional. In general, the bookstore order 20% of enrollment for optional titles, if you think a title will be of interest to a great number of students, let the bookstore know and they can adjust upwards accordingly.
4. Packages – publisher representatives will often pitch combination packages, usually book, study guide and other supplemental material often web based. Make sure that you are using all of the components in your class. Publishers will usually include in the package some type of item that cannot be ordered separately. This can impact on the store's ability to buy the book back from the student or obtain used copies from the wholesaler. That is the intent of the publisher in the first place. When considering a package consult with the bookstore. This will help insure that they correct package arrives and together you may be able to negotiate

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a way to create used packages.

Desk Copies

In an effort to facilitate the adoption of their books, many publishers will provide instructors with examination or as they are commonly known, “desk” copies. If you keep the following procedures in mind they will help in obtaining desk copies:

1. Not all publishers provide desk copies. Some smaller publisher, foreign publishers, non-profit organizations and governmental organizations do not.
2. Some publishers may have order minimums before they will provide desk copies. Sometimes, due to excess stock from a previous semesters, buyback from students, or books obtained from used book wholesalers, the order we place with the publisher may not meet that minimum.
3. Desk copy requests must be made by the department. Publishers will not honor desk copy request made by the bookstore. The desk copy request must be on departmental letterhead or you can download a desk copy request form from the bookstore website.
4. Place your desk copy requests as far in advance as possible. Some publishers will take up to 6 weeks to process a desk copy request.

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Sometimes due to various circumstances, the semester has begun and you do not have a desk copy. The bookstore can loan you a copy to use until you receive your copy from the publisher. All desk copy loans must adhere to the following rules:

1. All desk copy loans must be backed up with either a credit card or an internal requisition. We have been forced to adopt this rule due to the difficulty in getting desk copy loans returned in previous semester.
2. We will not charge your credit card or internal requisition without consulting you first.
3. You must return a clean copy free of any markings (unless you borrowed a used copy.)

If you keep these procedures in mind your desk copy request should go smoothly.

Ordering the textbooks

Now that you selected the materials for your class, the next step is to place your order. Placing your order by the FTR submittal date is the best thing that you can do to help insure that your books are in for the start of class. The FTR submittal dates for USC are:

Fall	April 15
Spring	October 31
Summer	March 15

The multiple factors that go into determining the submittal date are:

1. Book Buyback – we must have a verified order to be able to offer the best price during buyback. In Fall 2001, late book orders cost USC students an estimated \$175,812. This dollar amount consists of two factors, the amount of additional money the students could have received during buyback and the additional amount of money that the students had to spend on new books instead of used.
2. Used Book Search – the earlier that we can start the used book search the more used copies we can obtain. Used books are a finite resource. As we get closer to the start of a semester, the supply of used books dries up.
3. Publisher considerations - some smaller and governmental publishers can take up to 6 weeks to process and ship an order. Foreign publishers can take up to 12 weeks and many European publishers completely shut down during the months of August and December.
4. Logistics – need to allow enough time to verify and enter over 5,000 titles each fall and spring semesters (Summer usually has around 1,600 titles) and price and shelf over a quarter of a million individual units during the fall and spring semesters.

To help prevent any misunderstanding orders or changes to orders must always be submitted in writing. There are 4 ways in which can submit your orders:

- Paper FTR Form
- Online FTR Form (under Faculty Services at www.usc.bookstore.edu)
- Fax (213-740-7686)
- Email (textbooks@bookstore.usc.edu)

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The more information that you can provide at the time of your order, the smoother you order will be processed. The basic information needed is:

1. Department & Course Number – for example, HIST-101
2. Five Digit Class Number – for classes with multiple sections, it is vital that the correct class number is entered. This is the key that the Oasis system uses to print out the student's required book lists. If your section number changes after you submit you order, please notify us so that we can make the correction.
3. Estimated Enrollment – please try to be as accurate as possible as we wind up returning millions of dollars in unsold textbooks. This creates serious financial liabilities for the University due to: shipping costs, processing costs, and publisher penalties. If you enter "E" in the estimated enrollment, we will determine the amount based on historical data.
4. Author
5. Title
6. Publisher
7. ISBN – this is the number that publisher use to identify a book or package. Please note that instructor edition have a different ISBN number from the student edition. If you are ordering a package, please make sure to use the ISBN supplied to you by the publisher representative and not the book's ISBN.
8. Binding, Edition, and Volume Number
9. Required or Optional
10. Instructor's Name – if you can also include your email address, it will make it easier to keep you apprised of any problems with your book order.

In review, following these steps will help ensure an effective and efficient order process:

1. Making required course materials an integral part of your course.
2. Communicating the value you place in adopted course materials to students.
3. Requesting course materials as early as possible.
4. Keeping the store informed about enrollment and other changes.

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5. Involving the textbook buyer in your selection when there are multiple options.

USC Custom Publishing

Now that you're considering course materials for your class, are you finding it a challenge to select a single textbook? Is your curriculum calling for materials from two ... three ... four or more different sources? Are you concerned about the cost to your students for all these sources? Perhaps the customized course reader is the solution for you.

The customized course reader is a flexible and unique teaching tool that allows you to control all of its contents. You put it together yourself to suit your curriculum and individual teaching needs. It is more convenient and cost effective because you select and use only those materials that you wish to use from a variety of sources – newspapers, journals and periodicals, portions of books, case studies, your own works and writings -- you assemble a custom “anthology” of readings. The materials are printed, bound together, and sold through our store as part of course materials.

Summary of Guidelines for Getting Your Course Reader Produced

- Gather all the materials that you wish to use.

Your originals may be your own work, photocopies, or the actual books and journals. If you're using photocopies, remember that the better the quality of your originals, the better the quality of the students' copies.

Note: If you are using any Harvard or Darden business cases, you may submit just a listing of the cases desired (including titles and case numbers) and Custom Publishing will retrieve them for you.

- List, in as much detail as possible, the items that you are including.

For your convenience, all forms (including one for a complete bibliography) are provided, but you can always use one by your own design. Of course, you need not list all of the copyright information if you submit original books and journals.

Or, simply include a copy of the title page for each item, showing all the information. Should you elect this option, you should still include a listing of all materials being submitted. It helps in verifying the order that the readings are to be placed in, and that all materials are included before final printing.

- Submit (bring or mail) your materials to us.

Do this, preferably, by the “due date” to insure that your reader is ready by the start of classes or by the time you assign readings or other work from it.

USC Custom Publishing will clear all permissions, oversee all production (printing and binding), conduct all sales, and handle all reimbursement/payments of all royalties back to the copyright owners.