



TEXT AND ACADEMIC AUTHORS ASSOCIATION

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TAA President: Textbook bundling ‘prohibition’ not the answer

ST. PETERSBURG, Fla., April 12, 2005 -- Text and Academic Authors Association President Michael Sullivan is urging the Connecticut General Assembly to vote against a bill (HB 6860) introduced by its Higher Education and Employment Advancement Committee that would prohibit bookstores from selling textbooks bundled with supplementary materials, such as CDs or workbooks, to public higher education students.

“While the intent to lower the cost of textbooks is admirable, the solution is flawed,” said Sullivan in a letter to Connecticut General Assembly Chair Roberta Willis. “Publishers routinely package supplementary materials for their textbooks at no additional cost. For example, my *College Algebra* text has a net price of \$72 stand-alone. When packaged with a Student Study Pak (Student Solution Manual, Tutor Center, CD Lecture Videos, and Algebra Review), the net price is also \$72.”

What sometimes makes bundled products look more expensive, Sullivan said, is bookstores’ practice of marking up the cost of the textbook by 35 percent, and then sometimes the bundled package by 40 percent.

“Professors’ free choice also needs protection,” he said. “The right to choose the best book for the best value for students is at the heart of what higher education in America is all about. HB 6860 would severely limit the ability of teachers and educators to do what is best for the educational process and their students.”

The Text and Academic Authors Association, based in St. Petersburg, Florida, is a member organization of textbook and academic authors who strive to create quality educational materials.

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