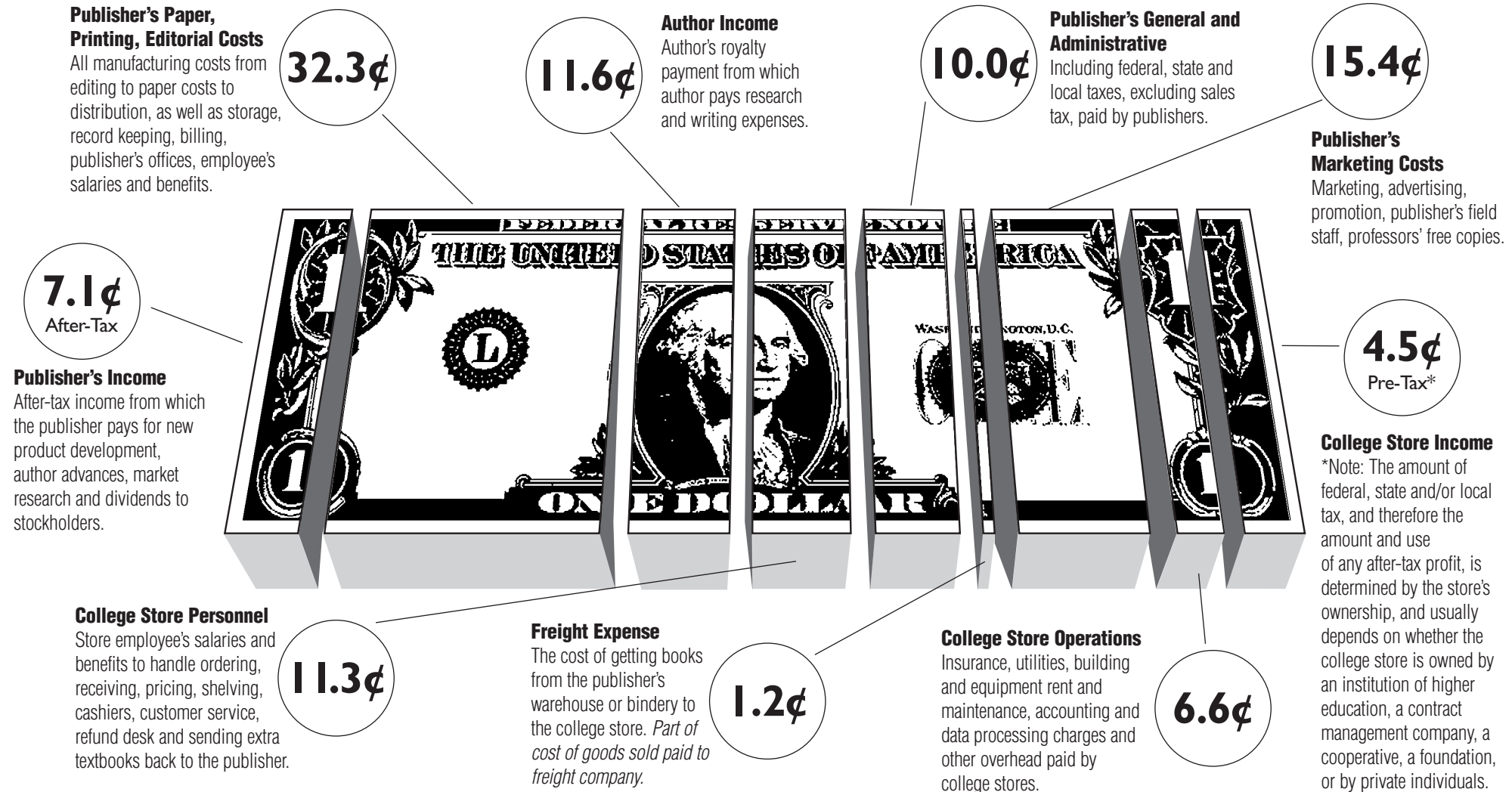


Where the New **Textbook Dollar** Goes* ...



*The statistics in this illustration reflect the most current 2001–2002 financial data gathered by the National Association of College Stores and financial data provided by the Association of American Publishers. These numbers are averages and do not represent a particular publisher or store.