

THE NACS Store

ANNUAL CATALOG

2007 - 2008

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this catalog!

**NEW
PRODUCTS
throughout!**

COLLEGIATE RETAILING SOLUTIONS



National Association
of College Stores

CONNECT | GROW | SUCCEED

For orders: toll free (800) 622-7498, ext. 3.

The NACS store online: www.nacs.org

The National Association of College Stores, Inc. (NACS) is committed to helping college stores connect, grow, and succeed by offering an assortment of problem-solving tools that will help you adapt to the ever-changing retail environment.

In addition to the items found in this catalog, NACS offers opportunities throughout the year to network with colleagues and to become professionally involved within the industry. Please visit NACS online at www.nacs.org.

The NACS Store is part of the National Association of College Stores Inc., 500 E. Lorain St., Oberlin, OH 44074.
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MANAGER: CINDY KNAPP
Cindy has worked at NACS since 1978, and has been the manager of The NACS Store since 1992.



SALES REPRESENTATIVE: KIMBERLY GIBBS
Kim has worked at NACS since 2000, and at The NACS Store since April 2003.

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Become a Certified Collegiate Retailer

Demonstrate your professionalism, call attention to your expertise, and bring recognition to your knowledge and experience by obtaining the distinction you deserve—become a Certified Collegiate Retailer (CCR).

**BUY 6
and
SAVE!**

NACS members who purchase six or more modules at the same time will receive a

**10%
DISCOUNT**
on each module.

(Does not include workbooks.)

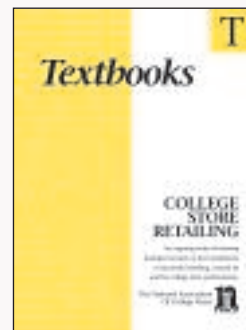
Achieving this designation demonstrates to your colleagues, your campus community, and yourself that you possess the knowledge essential to successfully manage a college store and effectively provide expertise on collegiate retailing issues. It shows that you are among the leaders setting the tone and direction for the college store industry.

The examination is a knowledge-based, paper-and-pencil examination consisting of 200 multiple-choice questions administered in a single four-hour time frame. Questions are written based on the CCR examination content outline derived from the NACS collegiate retailing job analysis study and the NACS College Store Competency Model.

For more information about the CCR exam, including an application, recommended reading list, and future exam dates, visit the NACS web site at www.nacs.org/public/certification/, or e-mail ccr@nacs.org.



Denotes CCR recommended reading.



Item #2426
Member Price: \$19.95
Regular Price: \$24.95

**Study Guide—
Item #2426W**
Member Price: \$9.95
Regular Price: \$14.95

TEXTBOOKS

This module presents a comprehensive overview to managing the unique nature of the college textbook department. The textbook business is cyclical and this module outlines the processes that must be initiated and the procedures that must be performed to ensure that textbooks arrive on time and in sufficient quantity. This module covers/how to:

- The adoption process, including roles of all the key players: publisher's rep. faculty, text buyer.
- The financial impact of buying decisions.
- Establish projected sales and determining order quantities.
- Sourcing, buyback, and reorders.
- Effective departmental layout and merchandising.
- Create and maintain a textbook calendar.



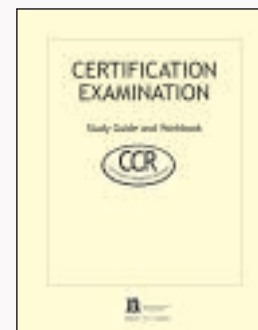
Item #2526
Member Price: \$19.95
Regular Price: \$24.95

**Study Guide—
Item #2526W**
Member Price: \$9.95
Regular Price: \$14.95

GENERAL MERCHANDISE

This module provides a comprehensive overview of the college store buying process. It will help you to sharpen your retail buying skills, and will provide you with a better overall understanding of the integrated roles played by your customers, your competition, your vendors and your products. This module covers/how to:

- The roles and responsibilities of the general merchandise buyer.
- Determine the right merchandise blend for your store.
- Understand the role of merchandise classification in the budgeting and buying processes.
- Buy with a plan.
- Establish appropriate criteria for evaluating vendors and general merchandise.



Item # 2716
Member Price: \$22.95
Regular Price: \$27.95

CERTIFICATION EXAMINATION STUDY GUIDE AND WORKBOOK

A great tool to use before you start to study for the NACS Certified Collegiate Retailer (CCR) Exam. This workbook will help you determine what you already know, and identify areas in which you should focus your studies as you prepare to take the exam. Through self-assessments of knowledge and vocabulary, this workbook allows you to create a personal preparation plan and set clear goals for acquiring any additional knowledge needed to take the exam.

(This product is not derived from the CCR exam itself, nor is it produced by the NACS Certification Council.)



Item #2459
Member Price: \$19.95
Regular Price: \$24.95

TRADE BOOKS

This module examines the role of trade books in the college store and provides sound advice for managing an effective trade department. This module covers/how to:

- Plan an effective merchandise mix.
- Pricing strategies.
- Departmental layout and design.
- The buying process.
- Managing finances, budgeting, shrinkage, and turnover.

This module also offers a variety of tips on how to uniquely position the campus store through the use of advertising and creative promotion.



Item #2427
Member Price: \$19.95
Regular Price: \$24.95

HUMAN RESOURCES

Staff is ultimately the reason for the success of the college store—developing a human resources plan is a crucial factor in this success. This module examines the various elements of such a plan and provides direction on each of the following:

- Examining current staffing levels.
- Planning for new hires.
- Staff training.
- Monitoring business cycles and financial impact.
- Developing succession planning.

You will also learn how to write job descriptions and how to follow proper hiring procedures to protect the store legally from potential liability concerning discrimination.



Item #2425
Member Price: \$19.95
Regular Price: \$24.95

FINANCIAL MANAGEMENT

This module introduces college retailers who don't have formal training in accounting to the financial tools that experts use to run a successful retail business. It is essential that store managers understand how to apply these financial indicators to track operating efficiency and financial success. This module covers how to:

- Understand the difference between accrual and cash or fund accounting.
- Read and analyze an income statement and balance sheet.
- Create and implement a merchandise budget.
- Understand and compute return on investment.
- Perform cash flow budgeting and analysis.

You will also learn how to anticipate long range needs and growth opportunities, and make accurate budget projections to achieve goals.

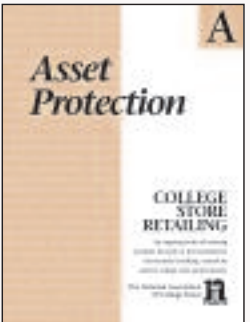


Item #2485
Member Price: \$19.95
Regular Price: \$24.95

LOGISTICS MANAGEMENT

Success of the entire retail enterprise depends upon the accuracy, efficiency, and security with which a college store's logistics are managed. Logistics management impacts customer service, inventory control, and asset protection. This module covers/how to:

- Understand merchandise and documentation cycles and how they relate to each other.
- The importance of the audit trail and how to preserve its integrity.
- Control shipping costs.
- Decide the best way to price and mark merchandise.
- Prepare, pack, and process returns.
- Work with accounting and buying staff to resolve problems.
- Implement an asset protection program and develop vehicle safety guidelines.



Item #2460
Member Price: \$19.95
Regular Price: \$24.95

ASSET PROTECTION

This module covers three broad areas: personal safety and physical security, protecting the store from external threats, and protecting your college store from internal threats. This module covers how to:

- Implement safeguards for transporting cash.
- Assess insurance needs and initiate an annual review of coverage.
- Train staff to react safely in a variety of situations.
- Legal and effective hiring practices for screening applicants.
- Develop contingency plans for emergency situations.

This module will help you cultivate a positive service atmosphere that reduces the incidence of both shoplifting and employee theft.



Item #2514
Member Price: \$29.99
Regular Price: \$36.99

COLLEGE STORE MARKETING

Simple to articulate yet difficult to accomplish, college store marketing is finding out what your customers want and then giving it to them. This module covers how to:

- Develop and implement a comprehensive marketing strategy.
- Identify and use retail promotion tools to bring customers into the store, guide them through it, and influence them to purchase.
- Learn ways to make better use of your advertising budget.
- Use creative abilities to identify new markets, products, and campus partnerships.
- Develop a promotional calendar that fosters creativity and tracks your efforts.
- Set goals and evaluate marketing efforts.



Item #2428
Member Price: \$19.95
Regular Price: \$24.95

VISION, MISSION AND SERVICE

Without a coherent vision and mission for your college store, effective planning cannot take place. This module ties together these important elements and outlines the steps to make them work together. This module covers:

- Important elements of a mission statement.
- Creating effective policies and procedures.
- Principles of customer service.
- Innovative strategies for staff to become involved on campus and to improve campus relations.
- Creative ways to involve students, faculty, administrators, staff, and alumni in the process.



Item #2566
Member Price: \$19.95
Regular Price: \$24.95

**Study Guide—
Item #2566W**
Member Price: \$9.95
Regular Price: \$14.95

HEALTH SCIENCES

This module provides a general overview of the college store health science market for both beginners and those seeking information on the latest trends in healthcare. This module covers how to:

- Identify major differences that exist between the health science and general undergraduate bookstore.
- Identify customers' specific needs and use that knowledge to market health science products appropriately.
- Determine whether your store is an appropriate venue for a reference materials section, and stock the reference materials section with appropriate titles.
- Understand the importance of classification and book placement in the reference materials section with regard to inventory management and customer service.



BEYOND CUSTOMER SERVICE

This book can help you and your organization go beyond customer service to retain and satisfy established clientele. Within this self-study guide are 50 useful tips to increase customer satisfaction, generate meaningful feedback, and develop loyalty. 108 pages.

Item #2689
Member Price: \$22.95
Regular Price: \$27.95



ART OF COMMUNICATING

Provides you with nine behavioral skills that will develop your communication style, as well as help you find out how habits are formed and how you can change them, develop the techniques of persuasive communications, and learn to practice and apply these principles every working day. 103 pages.

Item #2685
Member Price: \$22.95
Regular Price: \$27.95



BETTER BUSINESS WRITING

Being able to recognize and correct problems, avoid redundancies, and define your communication goals are all critical factors for effective business writing. After completing this book, you will have the critical skills to improve your spelling, punctuation, usage, and style, while avoiding pitfalls and creating persuasive and more effective memos and letters. 94 pages.

Item #2686
Member Price: \$22.95
Regular Price: \$27.95



EXCELLENCE IN SUPERVISION

As a supervisor you must lead employees to success and understand that their success is your success. Supervisors need to possess a multitude of skills in communication, performance management, coaching, and flexible decision-making. Learning and applying these skills quickly is essential for any supervisor's success. This book shows how to gain the respect and support of your employees, use coaching skills to help others excel and accomplish goals, deal effectively with changing times and confusing situations, communicate confidently with your employees, peers, and manager, and establish expectations for high performance. 109 pages.

Item #2687
Member Price: \$22.95
Regular Price: \$27.95



BUILDING CUSTOMER LOYALTY

A combination of two workbooks in the National Retail Federation's Retailing Smarts series, this publication helps sales associates learn to expand on the service your store offers by providing for the unique needs of each customer. In Part 2, the book provides detailed lessons on how to use return policies, product warranties, and customer complaints to your advantage. 121 pages.

Item #2688
Member Price: \$22.95
Regular Price: \$27.95



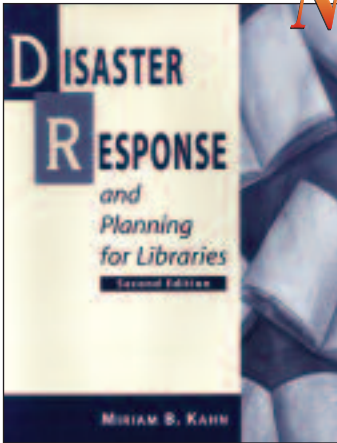
SUCCESSFUL NEGOTIATION

Strive to approach every negotiation with both parties' interests in mind. The six-step process in this course will help you make each negotiation a "win-win," draft agreements that will succeed, and create lasting relationships.

- Increase your courage and confidence
- Apply negotiation techniques and strategies that work
- Learn to compromise and make it work for you

74 pages.

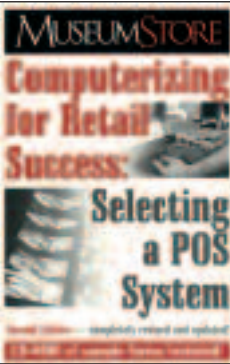
Item #2690
Member Price: \$22.95
Regular Price: \$27.95



DISASTER RESPONSE AND PLANNING FOR LIBRARIES

Yes it's written for the library audience, but guess who else on campus has lots of books on hand? Fire, water, mold, construction problems, power outages: How can you prepare for the unexpected? This step-by-step, how-to guide for preparing and responding to all types of disasters is the most thorough guide to preventing or responding to problems big and small. It also provides the latest information on preparing for technology recovery. One new case study on post-9/11 recovery and one mold scenario give real-life examples of what could happen and what to do. Includes 43 reproducible checklists and forms, and a comprehensive list of resources. 160 pages.

Item #2823
Member Price: \$35.99
Regular Price: \$40



COMPUTERIZING FOR RETAIL SUCCESS: SELECTING A POS SYSTEM (INCLUDES CD-ROM)

Need a POS system but aren't sure how to start the research and selection process? This book, published by the Museum Store Association for their membership, takes you through the process, and includes a CD-ROM of sample forms. Chapter headings include needs assessment, special needs, hardware and software, training, and tech support. Underwritten by Retail Control Systems. 37 pages.

Item #2828
Price: \$19.95

New!



BUILDING A SUCCESSFUL E-COMMERCE BUSINESS FOR THE COLLEGE STORE

An e-commerce decision-making NACS toolkit
This hands-on guide walks you through the necessary steps to create and manage a successful online store. This comprehensive toolkit was designed specifically to help college stores sort through the maze of decisions that need to be made in order to quickly and effectively get into the e-commerce arena. This toolkit covers:
• Creating an e-commerce rationale.
• Assessing your store's e-commerce needs.
• Choosing the right e-commerce solution based on the needs of your store.
• Managing order fulfillment in your e-commerce store.
• The importance of marketing and merchandising your e-commerce store.

Item #2563
Member Price: \$29.98 Regular Price: \$74.95

nacs

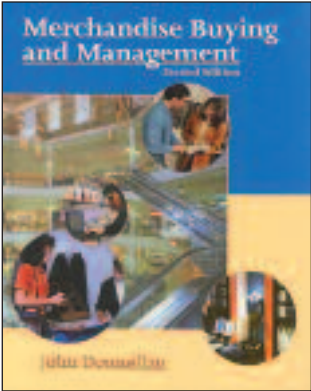


LOSS PREVENTION MANUAL AND EMPLOYEE HANDBOOK CD-ROM

This unique CD-ROM was developed at the UCSB Bookstore at the University of California-Santa Barbara. It's designed to help stores protect themselves from liability by detailing every aspect of implementing a security program including: legal aspects, external and internal theft, loss prevention training, credit card fraud, interview techniques, report writing, evidence handling, safety concerns, bomb threat procedures, and surveillance systems. The cross-platform CD-ROM contains:

- Manual in Adobe Acrobat with Reader Software including restitution information and forms with samples.
- An employee manual for all store personnel.
- Incident log for daily entries (FileMaker Pro).
- Complete database—Includes report, evidence, narrative, actions, restitution letter, and complete report forms. All entries are searchable. (i.e., How many CDs have been stolen in the last two months?, etc.) Auto date and case number assignments.

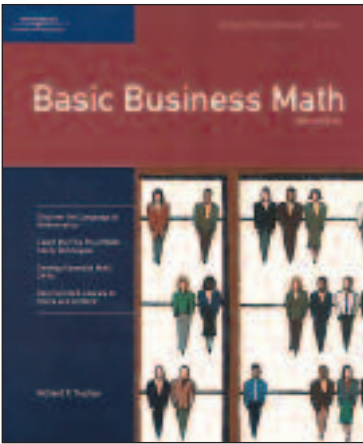
Item #2369
Member Price: \$49
Regular Price: \$61



MERCHANDISE BUYING AND MANAGEMENT

Written for college-level courses dealing with retail buying and the management of retail inventories. The material is presented within the context of a contemporary retail environment in which buyers often act as fiscal managers and product developers, and store managers play an important role in sales productivity and assortment planning. This updated edition also includes more detailed information of mathematical concepts, and more. 474 pages.

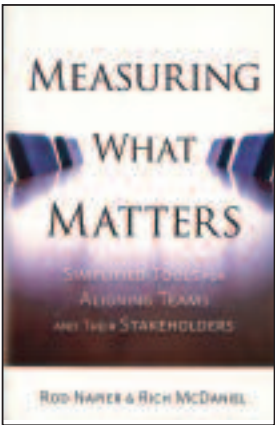
Item #2704
Member Price: \$84.99
Regular Price: \$94



BASIC BUSINESS MATH

Helps develop an understanding of the fundamentals of everyday math, the kind most used in the workplace and at home. The book moves through whole numbers, fractions, decimals, and percentages, then through the basic application of the concepts of equations and formulas. Also covers practical applications of dealing with percentage formulas and the graphs and statistics that are present in everyday activities. Includes tests to measure comprehension. 144 pages.

Item #2702
Member Price: \$ 10.99
Regular Price: \$ 13.95



MEASURING WHAT MATTERS

A simple yet powerful process for translating organizational vision into measures, and measures into action. Details step-by-step how to identify a team's stakeholders, determine what each group values and expects, and assesses how well the team and stakeholders meet each other's expectations. 408 pages.

Item # 2744
Member Price: \$31.99
Regular Price: \$39.95

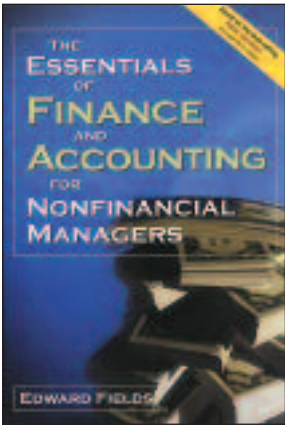


RETAILING MANAGEMENT (INCLUDES CD-ROM)

Organized around a model of strategic decision-making, this text offers a strategic look at retailing and current coverage. Provided is a balanced treatment of strategic, how to, and conceptual materials. Coverage in retailing on the latest topics and developments include: customer relationship management programs, supply chain management, globalization, multi-channel retailing, and Internet use to improve customer service and operating efficiencies. 775 pages.

Item # 2683
Member Price: \$104.99
Regular Price: \$130.63

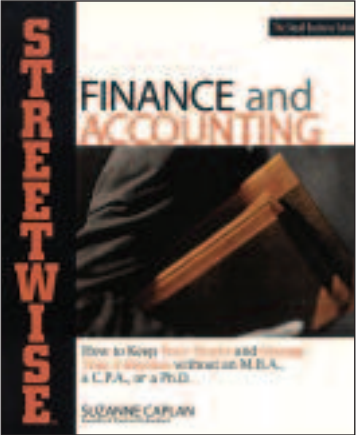
CCR



ESSENTIALS OF FINANCE AND ACCOUNTING FOR NON-FINANCIAL MANAGERS

Provides answers for all general managers who need to gain an understanding of how financials are developed, what each commonly used term means, and why generally accepted accounting principles are so important. Filled with many practical examples, the book explains the concepts behind: balance sheets, income statements, statements of cash flow, annual reports, and more. 292 pages.

Item #2695
Member Price: \$15.99
Regular Price: \$19.95



FINANCE & ACCOUNTING: HOW TO KEEP YOUR BOOKS AND MANAGE YOUR FINANCES WITHOUT AN MBA, A CPA, OR A PH.D.

This is not a technical book for the "numbers" person in an organization. Rather, it is an easy-to-understand primer for the business owner or manager who quickly wants a basic understanding of accounting and finance. Learn how to:
• Set up and maintain records.
• Understand financial reports.
• Set budgets and control costs.
• Find and manage cash.
• Solve financial problems. 337 pages.

Item #2600
Member Price: \$15.99
Regular Price: \$19.95



RETAIL BUYING FROM BASICS TO FASHION

With an emphasis on developing a strategy for buying, this comprehensive book gives students the skills needed to become successful buyers in all retail areas. In this straightforward approach, you'll be presented with step-by-step instructions to buying tasks such as creating a six-month merchandising plan, to developing sales forecasts. 496 pages.

Item #2726
Member Price: \$33.99
Regular Price: \$38

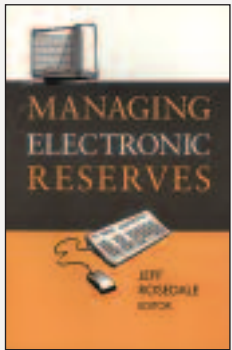


New!

LICENSING DIGITAL CONTENT:
A PRACTICAL GUIDE FOR LIBRARIANS

A practical approach, covering the basics of digital licensing. Addresses the three steps to negotiating a license; steps to creating a licensing policy; misconceptions about license agreements; how to negotiate, and more. Also answers frequently asked questions, and the jargon of the licensing world. Hailed by the American Library Association as a detailed, must-have road map into the digital information access frontier.
144 pages.

Item #2824
Member Price: \$40.99
Regular Price: \$45



New!

MANAGING ELECTRONIC RESERVES

Written for the library market, but with plenty of information applicable to college stores, this book will get readers up to speed on creating and managing a top-notch electronic reserve program. A must-have reference for anyone in the position of managing an electronic reserves desk, this book helps decision-makers take their systems to the next level, using technology to leverage information and meet the expectations of an audience with 24/7 access expectations. Includes discussions of:

- The basics (in Q&A format) of starting up and maintaining electronic reserves.
- Selection criteria for hardware, software, and vendor, versus “home-grown” decisions.
- Evaluation of your system once it’s up and running.
- Copyright in the digital library.
- The future of electronic reserves.

196 pages.

Item #2825
Member Price: \$37.99
Regular Price: \$42

THE VALUE OF A TEXTBOOK IS
MEASURED BY DEGREES



Promotional tools for your college store. Choose from:

- BOOKMARKS
- POSTERS
- BUTTONS
- BUMPER STICKERS



BOOKMARKS

Sold in packs of 50. Bookmark is printed on one side; the other side can be custom-imprinted with store information (up to five lines). Or, for those intended for faculty, the following can be custom imprinted on the back side (extra charges apply):

“How you talk about and use books in your class is the most important factor in a student’s perception about their texts. Enhance your students’ perceptions of the texts you have adopted.

- Use Them
- Assign From Them
- Quote From Them
- Test From Them
- Discuss Them in Class”

Item #2290-BM
Member Price: \$7.50/pack
Regular Price: \$15/pack

IMPRINTING AVAILABLE

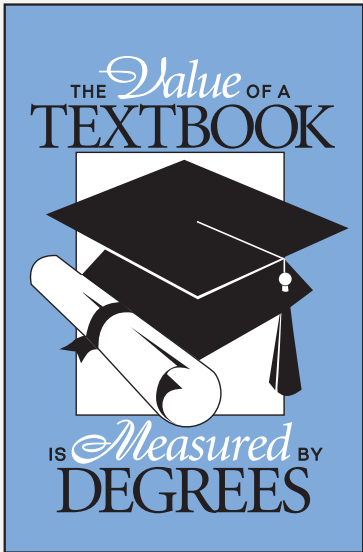
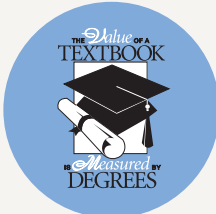
Add your college store’s contact information to the back side (minimum order three packs).

Member Price: add \$2.50 per pack
Regular Price: add \$5 per pack

BUTTONS

Sold in packs of 10. Use as staff buttons during rush, or as giveaways to faculty, students, or guests.

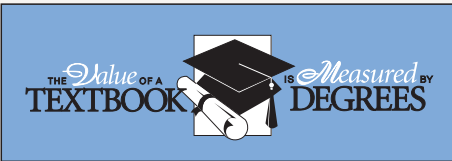
Item #2290-BT
Member Price: \$15/pack
Regular Price: \$20/pack



POSTERS

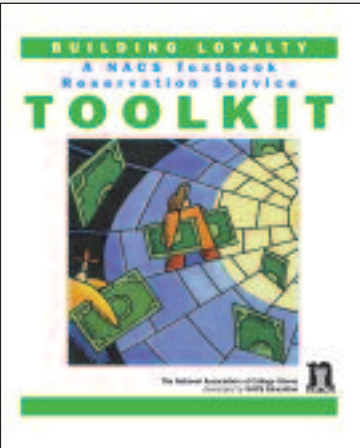
Sold in packs of 6. Perfect for your textbook and front door/window areas. 11x17 inch size.

Item #2290-PS
Member Price: \$10/pack
Regular Price: \$20/pack



BUMPER STICKERS

Sold in packs of 50.
Item #2290
Member Price: \$7.50/pack
Regular Price: \$15/pack



Item #2575
Member Price: \$29.95
Regular Price: \$39.95



BUILDING LOYALTY: A NACS
TEXTBOOK RESERVATION
SERVICE TOOLKIT

In their ongoing efforts to improve customer satisfaction and loyalty, many successful college stores offer a textbook reservation service. This hands-on toolkit walks you through the necessary steps to create and manage a winning textbook reservation service. This comprehensive kit helps you examine the decisions, actions, and planning issues involved in this process.

New
Edition! nacs
TEXBOOK RENTAL
COMPENDIUM, 2nd Ed.

This 100-page book is a collection of information about textbook rental systems in higher education. It contains examples of how 11 various college stores handle communication and administration of programs for their institutions. Also included are previously published rental articles from *The College Store* magazine, a copy of the 2005 California Public Interest Group’s textbook rental report, results from a NACS 2005 survey of institutions offering rentals, and a listing of all known textbook rental schools.

Item #2649
Member Price: \$49.95
Regular Price: \$89.95



Item #1721
Qty. Member Price Regular Price
1 - 9 \$3.30 ea. \$11 ea.
10 - 499 \$0.70 ea. \$1.55 ea.
500 + \$0.55 ea. \$1.20 ea.



INSTRUCTIONAL
RESOURCES FOR FACULTY (IRFF)

Great for faculty! Faculty can use this tool to contact more than 500 textbook publishers. Includes a “frequently asked questions” section to help educate them on today’s world of course materials. This guide will also help your college store make a difference in improving the availability, cost, and perception of the value of course materials to faculty.

By supplying your faculty with copies of this valuable guide, they will be able to order for themselves complimentary desk copies directly from textbook publishers. And by getting this guide into their hands early they can request their

desk copies from publishers at the same time they inform you of their course book needs for the coming term. All publisher listings include name, address, contact name, phone, fax, e-mail, and stipulations, (when available).

Item #18
Qty. Member Price Regular Price
1 - 9 \$5 each \$12 each
10 - 499 85 cents ea. \$1.75 ea.
500 + 70 cents ea. \$1.50 ea.

IMPRINTING AVAILABLE

Add your college store’s contact information to the outside back cover (minimum order 100 pieces).

Member Price: add 10 cents per piece
Regular Price: add 20 cents per piece



STRAIGHT TALK ABOUT
TEXTBOOKS...EXPENSE
OR INVESTMENT? (VIDEO)

This 12-minute video shares perceptions on the cost, and value of textbooks. It explains what goes into creating a textbook, a complicated process touched by many hands and minds from inception through delivery. Facts and experiences are presented through one-on-one interviews with students, parents, authors, textbook publishers, and college store managers to put the

expense and value of the textbook into perspective. A perfect public relations tool to have on hand when asked about textbook pricing. Produced as a service to the higher education community by the NACS Foundation.
Available in VHS or CD-ROM format.

Item Pricing:
#2569 VHS format/12-Minute Video 1 copy: \$49.95 ea.
#2569CN VHS format/Canadian Version 2-5 copies: \$44.95 ea.
#2569LP VHS format/5-Minute Loop Version 6-10 copies: \$39.95 ea.
#2569CD CD-ROM format 11+ copies: \$34.95 ea.



New!

Merchandising
Theory, Principles, and Practice

Gordon L. Bates

MERCHANDISING: THEORY, PRINCIPLES, AND PRACTICE (INCLUDES CD-ROM)

Focuses on the process of merchandising and the principles applied to the planning, development, and presentation of product lines in both the manufacturing and retailing sectors. Covers merchandising theory, concepts, technology, and systems; merchandise planning, pricing perspectives, budgets, and assortments; developing and presenting product lines; global sourcing, and more. Includes a CD-ROM for learning activities at the end of each chapter, plus other learning tools. 538 pages.

Item #2818
Member Price: \$86.99
Regular Price: \$97



Bookstore Merchandising Made Easy

Day & Associates

BOOKSTORE MERCHANDISING MADE EASY (VIDEO)

With occupancy costs steadily increasing, this video is designed to help stores improve sales per square foot and encourage more multiple item purchases. With visual merchandising tips and insights that consider merchandising to be much more than shelving, new and veteran booksellers can learn how to improve sales to existing customers by understanding what constitutes “key bookstore real estate” and using product pairings, signage, and simple display accessories to get sections noticed—and shopped. This video comes with a trainer’s guide.

Item #2578
Member Price: \$51.95
Regular Price: \$59.95



New!

shopping

WHY WE LOVE IT
and how retailers
can create the
ULTIMATE
CUSTOMER
EXPERIENCE

PAMELA N. DANZIGER

SHOPPING: WHY WE LOVE IT, AND HOW RETAILERS CAN CREATE THE ULTIMATE CUSTOMER EXPERIENCE

The recent history of shopping has been defined by decade-long periods of dynamic change. The 1980s were the decade of the mall, with the explosion of malls being built, resulting in shoppers flocking to these new centers of retail. The 1990s were the decade of the discounters, as the likes of Targt, Kohl’s, and Wal-Mart rolled out their discount shopping experiences. The first decade of the new millennium is the decade of luxury, with retailers offering an expanded range of traditional heritage brand luxury to the “classes,” and retailers serving the mass market offering up new, more affordable versions of luxury for the “mass-es.” We are now into the second half of that decade and the logical question is “What’s next?” This book will answer this question using the three tools that give marketers and retailers “future vision.” 304 pages.

Item #2826
Member Price: \$21.99
Regular Price: \$27



Designing Brand Identity

Alton Davis

DESIGNING BRAND IDENTITY

A complete guide to creating, building, and maintaining strong brands. Guides you through everything from translating a vision and conducting research to designing a sustainable identity program and building online branding tools. With step-by-step considerations and a proven five-phase process and methodology for creating and implementing effective brand identity. 256 pages.

Item #2729
Member Price: \$35.99
Regular Price: \$45



Silent Selling

Judith Bell
Karen Thomas

SILENT SELLING

Best practices and effective strategies in visual merchandising. Shows how to apply creative talents and an interest in retailing to a career in visual merchandising. Practical tips and step-by-step instructions lay a firm foundation for combining traditional tools and techniques with the newest innovations. Readers are encouraged to think out of the box by utilizing a look/compare/improve model. Clear illustrations and photographic examples of cutting-edge displays by the masters enhance the text. 388 pages.

Item #2628
Member price: \$60.99
Regular Price: \$68



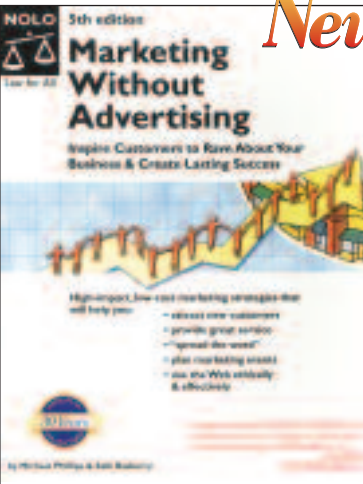
Feng Shui for Retailers

Feng Shui Masters

FENG SHUI FOR RETAILERS

Provides insight combined with practical knowledge of the concepts of Feng Shui and how they can be used to create better sales, and energize and balance the store, making it more welcoming and comfortable for customers and staff. Discusses locations, entrances, selling floor, walls, and non-selling spaces. 184 pages.

Item # 2740
Member Price: \$23.99
Regular Price: \$29.95



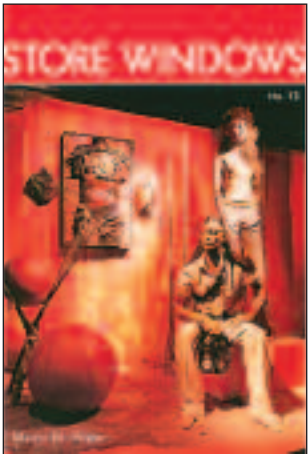
Marketing Without Advertising

Michael Phillips
Bob Berkowitz

MARKETING WITHOUT ADVERTISING

Explaining why conventional advertising costs so much and why it attracts the wrong type of customer, this book teaches you how to inspire customers to rave about your business and create lasting success. It shows practical and simple marketing strategies that will save big dollars on ads, attract long-term customers and build trust, improve customer service, encourage referrals, help plan low-cost marketing events, form alliances with other small businesses, use the Internet effectively, and more. 320 pages.

Item #2819
Member Price: \$15.99
Regular Price: \$20



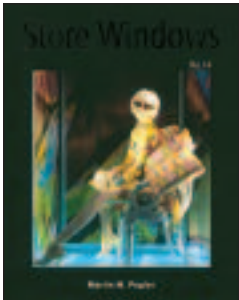
Store Windows #13

Richard K. Pugh

STORE WINDOWS #13

One of the newer iterations of a successful series presenting new and innovative promotional, seasonal, and advertising ideas for all seasons and occasions. Learn from the best window designers and display artists. The book is divided into four sections, one for each season of the year. Included is the work of some of the most capable and creative display persons in the U.S., South America, and Europe. 176 pages.

Item #2738
Member Price: \$35.99
Regular Price: \$39.95



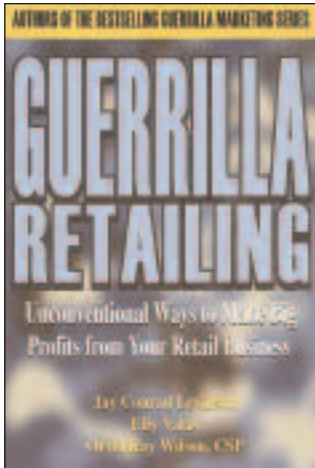
Store Windows #14

Richard K. Pugh

STORE WINDOWS #14

One of the newer iterations of a successful series presenting new and innovative promotional, seasonal, and advertising ideas for all seasons and occasions. Learn from the best window designers and display artists. The book is organized alphabetically by the subject of the displays, and covers seasonal, promotional, advertising, and other displays, made from a variety of materials on a range of budgets. 175 pages.

Item #2737
Member Price: \$35.99
Regular Price: \$39.95



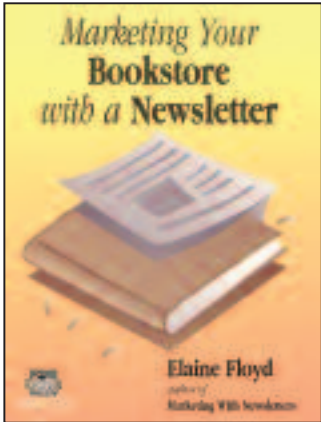
Guerrilla Retailing

Elly Nally
Christopher Wilson, CSP

GUERRILLA RETAILING

Whether you’re trying to beat back Best Buy, ward off Wal-Mart, or open your own hometown hardware store, this book will show you how to pick the right location, hire the right people, and attract the right customers. You’ll learn how to build traffic, maintain margins, increase sales, and develop loyal, repeat customers. 397 pages.

Item #2684
Member Price: \$23.99
Regular Price: \$29.95



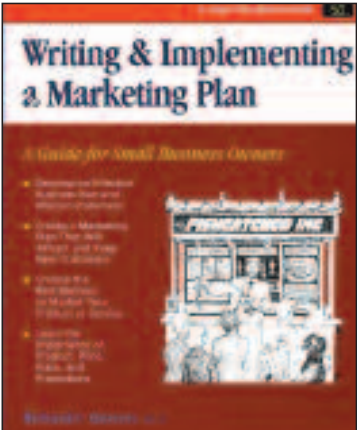
Marketing Your Bookstore with a Newsletter

Elaine Floyd

MARKETING YOUR BOOKSTORE WITH A NEWSLETTER

A newsletter can serve as one of the most effective marketing tools for a bookstore. In this guide, booksellers from across the U.S. and Canada share their newsletters and show you ways to maximize this powerful communication medium. You will learn tips for creating announcements and calendars; how to get readers into your store; stretching your budget with co-op money and bartering; secrets for making book reviews that sell; and letting your customers sell for you. Goals for bookstore newsletters are outlined and common newsletter terms are defined. 43 pages.

Item #2399
Member Price: \$15.95
Regular Price: \$19.95



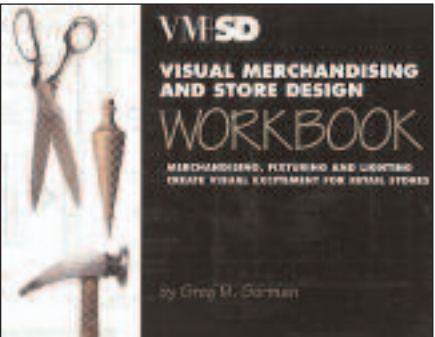
Writing & Implementing a Marketing Plan

Richard K. Pugh

WRITING & IMPLEMENTING A MARKETING PLAN

A guide for small business owners. Learn how to create a business plan that will guide you toward success; choose which market analysis tool is best for your situation; and maximize each advertising dollar. With sample sales and marketing forms, tracking sheets, and prospect lists for you to use. 89 pages.

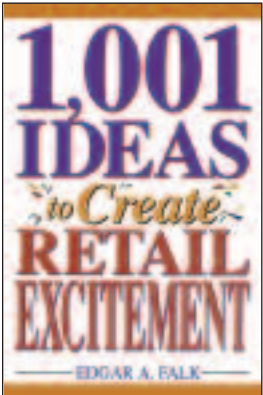
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Member Price: \$10.99
Regular Price: \$13.95



VISUAL MERCHANDISING AND STORE DESIGN WORKBOOK

Introduces the concept of store design from a design direction; intended for students and store owners to be able to fully understand all aspects of the retail store requirements and how they all have an effect on the final product, the store. 111 pages.

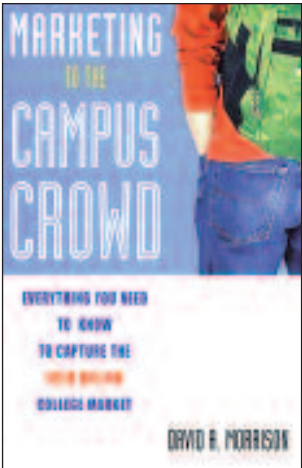
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Member Price: \$19.99
Regular Price: \$24.95



Item #2461
Member Price: \$15.95
Regular Price: \$20

1,001 IDEAS TO CREATE RETAIL EXCITEMENT

A storehouse of practical suggestions that shows retailers how to attract new customers and keep them coming back. From proven-successful ideas for eye-catching window displays, in-store promotions, and special events to tested strategies for market research and publicity, this sensational guide provides everything you need to become more aggressive and effective in pulling in customers and fending off competition. Written by a marketing expert with over two decades of experience creating retail excitement and profits for clients, this "retailer's dream" is packed with ready-to-use suggestions and samples virtually guaranteed to increase traffic and improve your bottom line.



Item #2696
Member Price: \$19.99
Regular Price: \$25

MARKETING TO THE CAMPUS CROWD

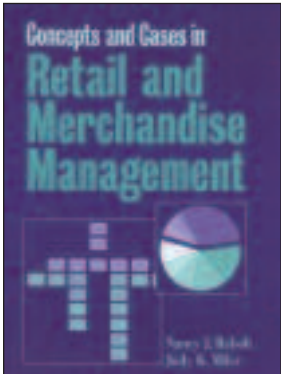
The college market represents some of the world's most elusive customers. This book will help you boost your bottom line and establish long-term brand loyalty by tapping into this lucrative market. Learn to: sift through marketing channels to find the optimal mix to generate the greatest return; implement campus marketing and strategic themes; apply the author's seven-point checklist for successful product development, introduction to market, and advertising/marketing; harness the power of early adoption as a competitive advantage; and avoid the most common fatal mistakes firms typically make. Includes case studies and real-life examples. 249 pages.



VISUAL MERCHANDISING & DISPLAY

Hundreds of photographs in this book illustrate and convey the drama and excitement you are capable of creating using a variety of display techniques. Organized into five key sections, this book helps you get started, develop store windows and display techniques, create promotions and signage, and plan the interior of your store. Each chapter includes learning objectives, key terms and concepts, summaries, and questions for review and discussion. Bring new life to your displays, and watch the customers come strolling in!

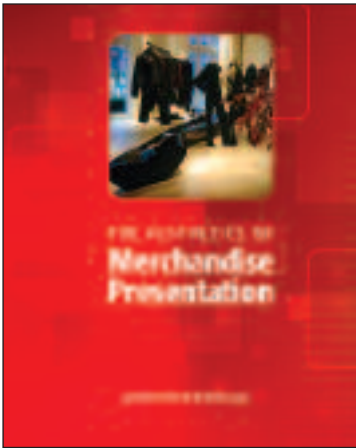
Item #2465
Member Price: \$80.99
Regular Price: \$89.50



CCR
Item #2463
Member Price: \$37.99
Regular Price: \$42

CONCEPTS AND CASES IN RETAIL AND MERCHANDISE MANAGEMENT

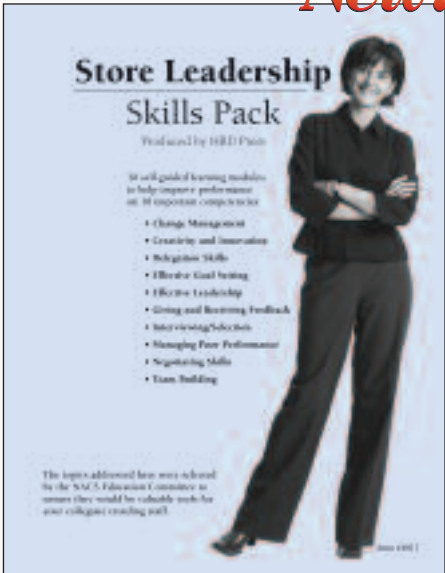
This comprehensive casebook takes the reader into the real world of retail and merchandise management. 95 challenging cases present a wide variety of actual situations faced by professionals at all levels of management. The reader is asked to analyze inside information on businesses ranging from small proprietorships to industry titans. Each chapter begins with a detailed overview of concepts raised by the accompanying cases, allowing the book to be used alone or as a companion volume to another text. 360 pages.



THE AESTHETICS OF MERCHANDISE PRESENTATION

More merchandise is sold as a result of in-store presentation than all other forms of marketing and advertising. This book is considered to be the equivalent of a master class in visual merchandising. Offers many memorable images from around the world, and expert advice that can be applied by your staff. 268 pages.

Item #2739
Member Price: \$59.99
Regular Price: \$75



STORE LEADERSHIP SKILLS PACK

Contains self-guided learning modules to help improve employee performance on 10 important competencies. Includes: change management; creativity and innovation; delegation skills; effective goal setting; effective leadership; giving and receiving feedback; interviewing/selection; managing poor performance; negotiating skills; and team building.

Each of the 10 booklets in the pack provides a thorough overview, techniques, and methods to improve in each competency. The skills learned by the individual can be actualized through use of a unique application template that is included with each booklet. The topics addressed here were selected by the NACS Education Committee to ensure they would be valuable tools for your collegiate retailing staff.

Item #2817
Member Price: \$40
Regular Price: \$50

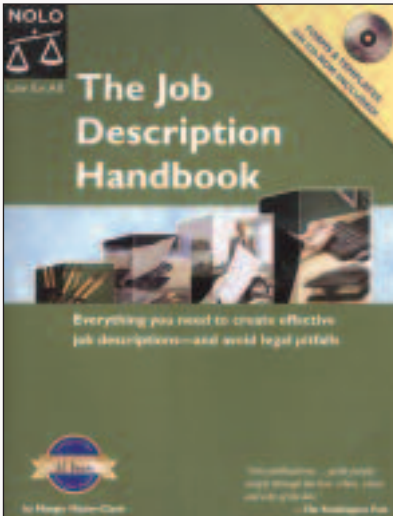


CUSTOMER SERVICE SKILLS PACK

Contains self-guided learning modules to help improve employee performance on 10 important competencies. Includes: assertiveness skills; conflict resolution; effective communication; handling complaints; improving customer service; influencing others; listening skills; problem solving; telephone skills; and time management.

Each of the 10 booklets in the pack provides a thorough overview, techniques, and methods to improve in each competency. The skills learned by the individual can be actualized through use of a unique application template that is included with each booklet. The topics addressed here were selected by the NACS Education Committee to ensure they would be valuable tools for your collegiate retailing staff.

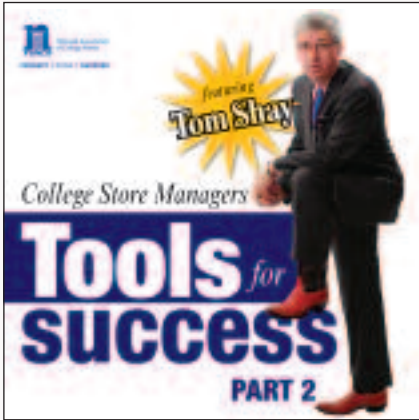
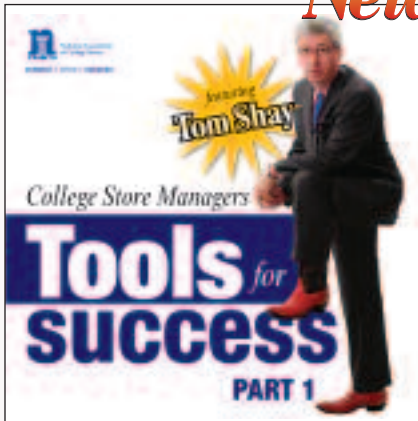
Item #2816
Member Price: \$40
Regular Price: \$50



THE JOB DESCRIPTION HANDBOOK (INCLUDES CD-ROM)

Can be used to create human resource documents that provide details on every job's duties, requirements, qualifications, and much more. Covers how job descriptions fit into the broader employment picture, how to write a good job description, legal traps to avoid, and how to troubleshoot a description. Provides checklists, worksheets, and step-by-step instructions for creating job descriptions. Includes a CD-ROM with a special PowerPoint presentation on writing job descriptions. 256 pages.

Item #2820
Member Price: \$23.99
Regular Price: \$29.99



TOOLS FOR SUCCESS (CD-ROM)

This combination CD-ROM audio file and PowerPoint series has been prepared specially for college store managers by industry speaker and retail expert, Tom Shay. The series contains nine topic areas, compiled into two parts.

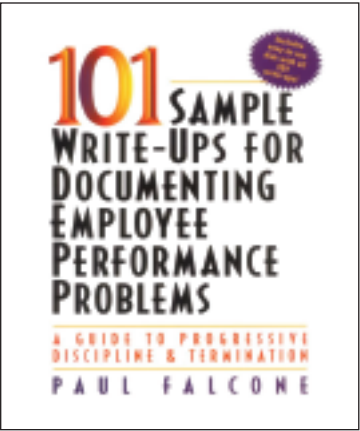
Part one includes: traits of successful businesses; creating a pricing strategy; basic financial understanding; creating and conducting a staff education program; and knowing how to control inventory.

Part two includes: budgeting and cash flow management; utilizing education exercises and incentives; branding and marketing; and advertising, marketing and promotion.

All tracks offer guidelines, tips, techniques, projections, and other pointers Shay has gleaned from his more than 25 years experience in his family's retail business. Also included is a web-based assessment component for you to check your learning comprehension of the material.

Part One
Item #2813
Member Price: \$199
Regular Price: \$250

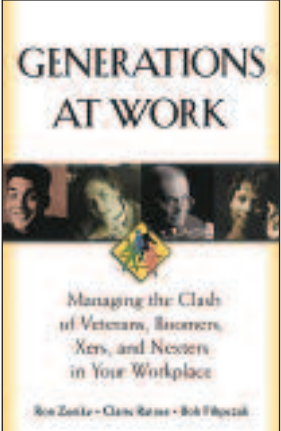
Part Two
Item #2814
Member Price: \$199
Regular Price: \$250



101 SAMPLE WRITE-UPS FOR DOCUMENTING EMPLOYEE PERFORMANCE PROBLEMS

One of the most difficult parts of disciplining employees is in actually writing up the disciplinary session—a crucial requirement for both legal protection and clear employee communication. This book and accompanying CD ROM provides ready-to-go model documents that cover everything from substandard work, absenteeism, insubordination, sexual harassment, e-mail abuse, substance abuse, and more.

Item #2734
Member Price: \$27.99
Regular Price: \$35

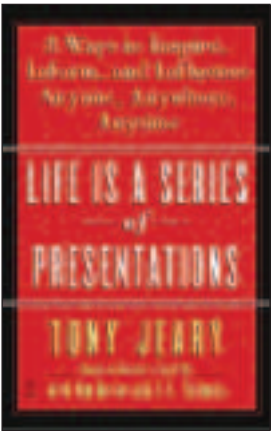


GENERATIONS AT WORK: MANAGING THE CLASH OF VETERANS, BOOMERS, XERS, AND NEXTERS IN YOUR WORKPLACE

Written by a team of distinguished cross-generational authors, this groundbreaking book supplies fresh, provocative insights and practical solutions for understanding differences, resolving conflicts, and managing effectively in today's age diverse workplace. The book gives you:

- Astute profiles of four distinct generations.
- Illuminating case studies in generational peace.
- A powerful practice exercise.
- Hardhitting answers to the 21 most frequently asked questions.

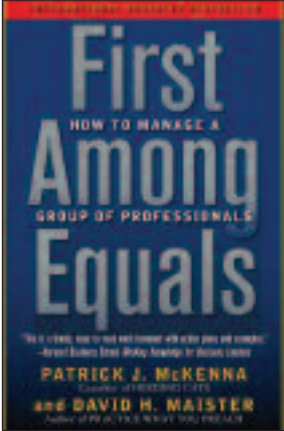
Item # 2732
Member Price: \$21.99
Regular Price: \$27



LIFE IS A SERIES OF PRESENTATIONS

Learn to make effective presentations that will unlock dramatic personal and professional success. Every time you speak—whether on the phone, face-to-face, or from a podium—you're making a presentation. Your ability to connect with other people and effectively communicate your message is the most important factor in your lifelong success. Provides tips that will help you gain confidence, improve self-esteem, enhance credibility, and maximize respect.

Item #2719
Member Price: \$9.99
Regular Price: \$13



FIRST AMONG EQUALS: HOW TO MANAGE A GROUP OF PROFESSIONALS

Argues that leaders will best enable their people to achieve peak performance not by managing or leading them, but by inspiring them. Shows how to add value with intelligent professionals who are often free agents accustomed to having autonomy to work on grueling assignments with little supervision. Also gives advice on how to best handle those talented but annoying pros who exhibit attitude problems, or who are just exceedingly difficult to work with.

Item #2720
Member Price: \$11.99
Regular Price: \$15



STRATEGIC PLANNING: WHAT EVERY MANAGER MUST KNOW

In today's complex business world, strategic planning is indispensable to achieving superior management. This step-by-step guide provides practical advice for organizing the planning system, acquiring and using information, and translating strategic plans into decisive action. An invaluable resource for top and middle-level executives.

Item #2724
Member Price: \$12.99
Regular Price: \$16



EMPLOYING GENERATION WHY?

Ideas on how to better understand, manage, and motivate your new workforce. Goes beyond creating an awareness of a generation growing up in turbulent times, and provides a critical understanding of why this generation responds the way it does. Then it delivers to managers the ideas and tools they need to successfully integrate Gen Why into their workforce.

Item #2653
Member Price: \$15.99
Regular price: \$19.95

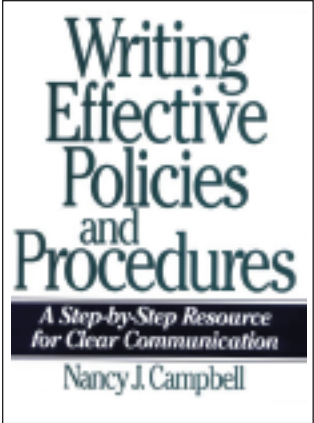


LEAD OR GET OFF THE POT! THE SEVEN SECRETS OF A SELF-MADE LEADER

We all have opportunities to take control of and improve our lives. This book shares unorthodox strategies for developing personal passion, a can-do attitude, and the motivation essential for cultivating leadership skills. Includes:

- Twelve ways to build a passionate team
- The 10 commandments of service
- How to listen with a leader's eye

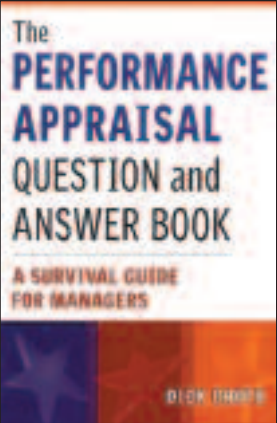
Item #2721
Member Price: \$9.99
Regular Price: \$13



WRITING EFFECTIVE POLICIES AND PROCEDURES

A step-by-step resource for clear communication. Provides you with a definitive guide to creating policies and procedures documents that people will read and use. Includes examples, checklists, guidelines, quick tips, work plans, and forms to get you started.

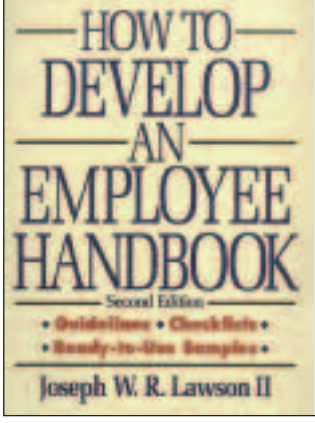
Item #2662
Member Price: \$47.99
Regular Price: \$60



THE PERFORMANCE APPRAISAL QUESTION AND ANSWER BOOK: A SURVIVAL GUIDE FOR MANAGERS

Let's face it: managers hate conducting performance appraisal discussions. In this book, more than 140 of the most common—and most difficult—questions and accompanying answers are shared about this powerful but misunderstood management technique. This book will help you and your organization use the appraisal process for the benefit of all involved.

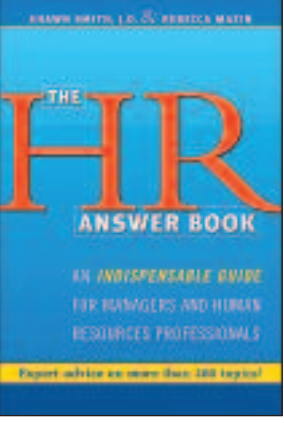
Item #2605
Member Price: \$13.99
Regular Price: \$17.95



HOW TO DEVELOP AN EMPLOYEE HANDBOOK

Includes more than 400 sample policy statements, ready to go as-is, or to revise as needed. Includes topics such as: employee orientation and training; compensation; attendance, absenteeism, and leaves of absence; benefits administration; seniority, promotions, transfers, layoffs; conduct, corrective discipline, and termination; customer service and quality standards, and much more.

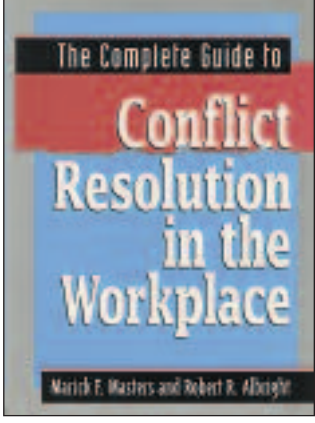
Item #2661
Member Price: \$59.99
Regular Price: \$75



THE HR ANSWER BOOK

An indispensable guide for managers and human resources professionals. Written in question-and-answer format, this essential reference book addresses more than 200 areas of concern, including employee selection, policies, performance management, training, employee relations and retention, compensation, benefits, major employment laws, termination, and more.

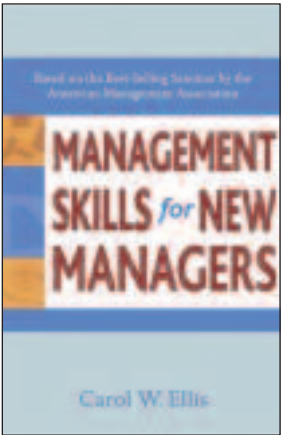
Item #2736
Member Price: \$19.99
Regular Price: \$24.95



THE COMPLETE GUIDE TO CONFLICT RESOLUTION IN THE WORKPLACE

Gives you the tools and strategies to resolve conflict, rather than vain attempts to eradicate it. Provides a conceptual map of workplace conflict; diagnostic methods that pinpoint the source, type, and extent of any conflict; guidelines for creating and implementing effective conflict management systems; and ready-to-use tools and techniques to resolve conflicts of every degree and origin.

Item #2735
Member Price: \$63.99
Regular Price: \$79.95



MANAGEMENT SKILLS FOR NEW MANAGERS

Whether you work for a business, nonprofit, educational institute, or government agency, this book gives practical techniques and specific action plans for making a smooth transition into your new role. You'll learn how to define your role, communicate effectively, manage staff performance, delegate for maximum productivity, and motivate individuals and teams. 144 pages.

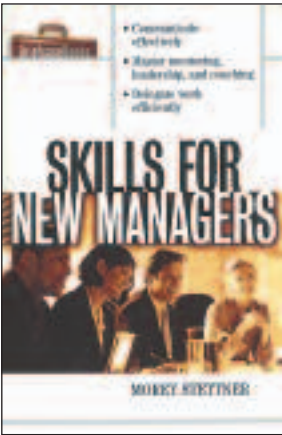
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Member Price: \$11.99
Regular Price: \$15



Item #2525
Member Price: \$51
Regular Price: \$63

RETAIL READINESS ASSESSMENT: TAKE THE GUESSWORK OUT OF EMPLOYEE HIRING

It takes more than guesswork to create a career-minded retail sales force. It takes the knowledge, experience and cooperation of the entire industry. NACS has partnered with the National Retail Federation to introduce this national hallmark of skill standards to college stores. By administering this test to existing employees and potential candidates, you can measure critical sales skills that will help you determine their professional customer service and sales strengths and weaknesses. Discovering your work force's retail readiness provides numerous benefits... increased employee loyalty, reduced turnover, greater productivity, lower training costs and improved customer service. The test is easy to administer, and an 800 number is provided to assist with quick scoring. Properly administered, the test measures: customer service aptitude and attitude, confidence and influence, sales aptitude, sales responsibility, and service knowledge. Includes five test booklets and an administrator guide.



SKILLS FOR NEW MANAGERS

Will help you master topics including:

- Becoming a better manager—how to successfully make the transition from employee to manager.
- Criticism and discipline—tips on how to carry out two of the most difficult, but essential, aspects of management.
- Leadership—strategies and behavior styles for mentoring, coaching, problem resolution, and more.

174 pages.

Item #2706
Member Price: \$ 11.99
Regular Price: \$ 14.95



COLLEGE STORE SERVICE PINS

Choose from 5, 10, 15, 20, 25, and 30-year award increments. Recognize your outstanding employees' contributions to your college store with these beautiful gold-plated service award pins with one faux diamond rhinestone. Includes deluxe gold-plated pin back and in a velour gift box—makes a tasteful presentation.

5-Year Pin	Item #2641
10-Year Pin	Item #2642
15-Year Pin	Item #2643
20-Year Pin	Item #2644
25-Year Pin	Item #2645
30-Year Pin	Item #2646

Member Price: \$12.95 each
Regular Price: \$16.95 each

QUANTITY PIN PRICING AVAILABLE

Pins must all be purchased at the same time to qualify for quantity pricing.

	Member Price	Regular Price
6-10 pins	\$11.90 ea.	\$15.60
11 or more pins	\$11 ea.	\$14.50



101 BIGGEST MISTAKES MANAGERS MAKE AND HOW TO AVOID THEM

Supervisory training teaches you about a lot of things you should do, but what it usually leaves out are all the things you shouldn't do—the subtle, and not-so-subtle mistakes in managing people. This guide details where the pitfalls lie, so you can avoid them more easily, as well as quickly recover from a mistake. You'll discover how to avoid such management blunders as: not having clear objectives, delegating the wrong jobs, being defensive to criticism, solving performance problems with new technology, letting other managers steal away your staff, ignoring office politics, and more. Armed with this guide, you'll know exactly what to do and say in virtually any delicate business situation...and boost your success in the process.

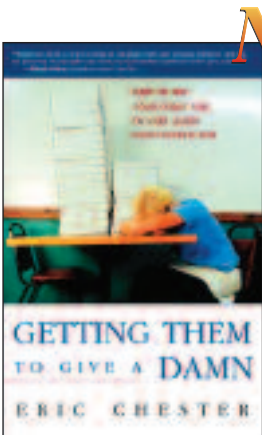
Item #2474
Member Price: \$15.99
Regular Price: \$19.95



BUILDING A WINNING TEAM: STUDENT PERSONNEL TOOLKIT

Hiring, training, and retaining talented student help is critical; this toolkit arms you with the tools to make informed hiring decisions and implement effective training programs to keep the student employees you cherish most. It helps you determine your employment needs, scout for talent, conduct effective interviews, make employment offers, develop orientation programs, and maintain a positive culture.

Item #2570
Member Price: \$29.95
Regular Price: \$39.95

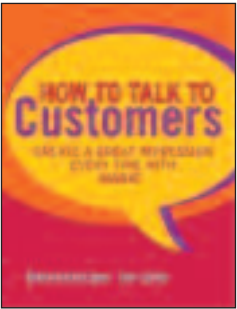


New!

GETTING THEM TO GIVE A DAMN

How to get your front line to care about your bottom line has never been easy. This book helps you transform your bored, uncaring young workforce into a powerhouse of performers and innovators. It all comes down to understanding and connecting with this new generation of talented, quirky, book-smart, and streetwise kids who won't blindly conform to your company policies and standards. Explains how to find and recruit the best front-line workers; implement effective management strategies; reduce costly turnover and establish cutting-edge, cool recognition and reward programs to inspire high performance. 224 pages.

Item #2827
Member Price: \$15.99
Regular Price: \$19.95

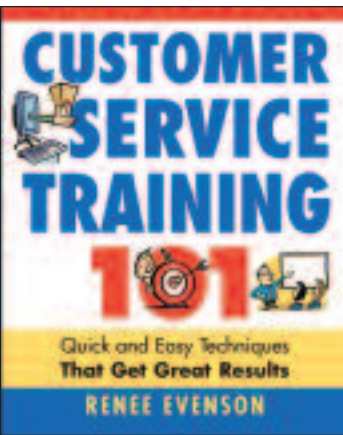


New!

HOW TO TALK TO CUSTOMERS

This book focuses on the tested dos and don'ts for employees who must interact with customers or clients, using case studies and anecdotes from more than 200 companies. Shows how any customer dialog can be evaluated and measured for actual results. Focuses on relationship-building ideas, and dozens of other tips and checklists, including a self-assessment tool to help readers evaluate their communication style. 300 pages.

Item #2821
Member Price: \$17.99
Regular Price: \$22.95



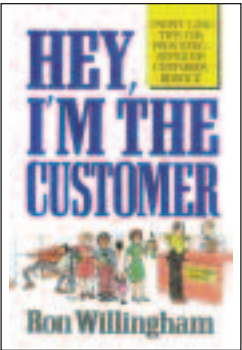
CUSTOMER SERVICE TRAINING 101: QUICK AND EASY TECHNIQUES THAT GET GREAT RESULTS

Helps you prepare front line employees for any situation with step-by-step interactive lessons that can be adapted for any business and for learners of any experience level. Gives you practical techniques for addressing important customer service topics, enabling employees to:

- Project a positive attitude and make a great first impression.
- Communicate effectively, both verbally and nonverbally.
- Develop trust, establish rapport, and make customers feel valued.
- Confidently handle difficult customers and situations.
- Interact effectively face-to-face, and via telephone and e-mail.

207 pages.

Item #2731
Member Price: \$17.99
Regular Price: \$21.95



HEY, I'M THE CUSTOMER: FRONT LINE TIPS FOR PROVIDING SUPERIOR CUSTOMER SERVICE

Written specifically for customer service people and not managers, this book is one every front-line employee should read. No jargon or complicated theory, just straight facts, told to the people who deal with customers every day, face-to-face, or on the phone. 200 pages.

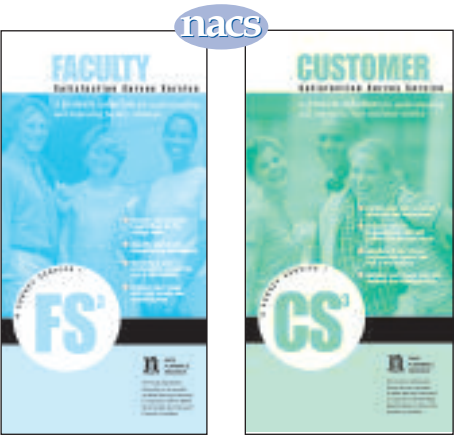
Item #2620
Member Price: \$11.99
Regular Price: \$14.95



Item #2375
Member Price: \$59.95
Regular Price: \$99.95

EXCEPTIONAL FRONTLINE BOOKSELLING: IT'S ALL ABOUT SERVICE (VIDEO)

Although there are two levels of service, most businesses are only aware of one. This video will help booksellers see and hear the difference between ordinary service and extraordinary service and help them put their skills to use on the floor with customers—immediately. Begin creating positive experiences for customers each and everytime they visit your store. Designed as a staff training package, this video comes complete with a free facilitator guide and 10 participant booklets.



FACULTY, CUSTOMER SATISFACTION SURVEY SERVICES

What do students, faculty and other customers appreciate or value about your bookstore? How satisfied are they with its service? The Faculty Satisfaction Survey Service and the Customer Satisfaction Survey Service can provide the answers... easily and affordably. Let NACS take the hassles out of conducting these time-consuming yet valuable surveys. Call NACS' Collegiate Research Service today for details and pricing. 800/622-7498, ext. 2246

Faculty Satisfaction Survey Services
Priced from \$250
Customer Satisfaction Survey Services
Priced from \$300



BUYING COLLEGE TEXTBOOKS: WHAT YOU NEED TO KNOW
A special guide for first-year students

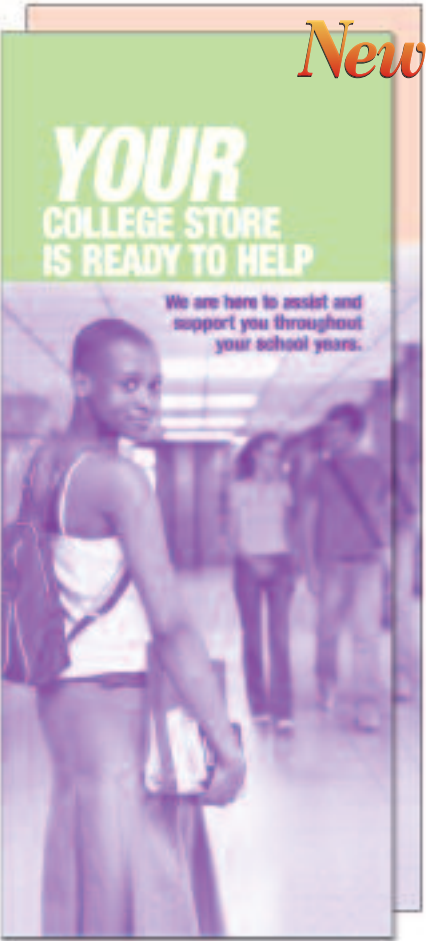
Sold in packs of 100. Help your incoming freshmen prepare for purchasing textbooks for the first time with this new brochure in an easy-to-read Q&A format. Brochure is endorsed by College Parents of America.

Included:

- What to budget for textbooks
- Explanation of textbook costs
- Tips for saving money
- How to ensure getting the right books
- Tips to make buying books easier

Item #2714
Member Price: \$10/pack
Regular Price: \$20/pack

Volume Pricing:
5 packs or more: \$9.10/pack (members only)



YOUR COLLEGE STORE IS READY TO HELP

Sold in packs of 100. This brochure was specially created to highlight the value of your store to new students who have just been accepted by your school's admissions office but have not yet come to campus to start classes. This is a good time to tell students—and parents—that your college store is there to help them succeed.

Work with your school's admissions office or other appropriate department to include this brochure in the informational packets mailed to all new students. If an advance mailing isn't possible, distribute the brochures to new students at an orientation event.

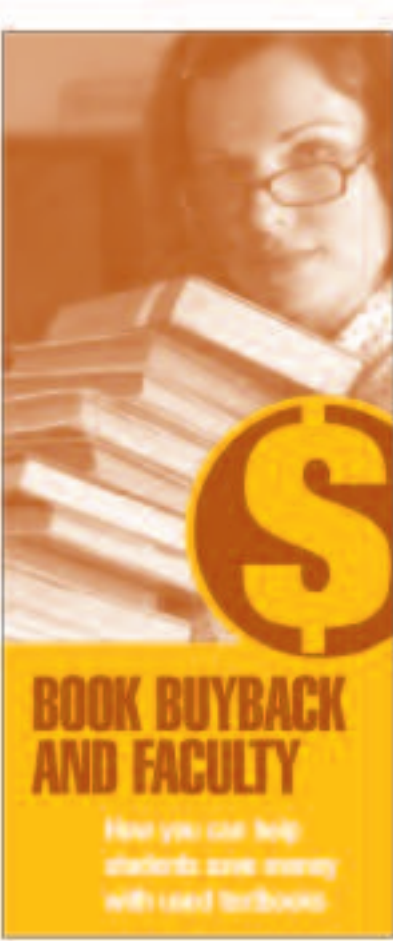
This brochure was developed with the help and support of the NACS Course Materials Committee, and is endorsed by College Parents of America.

YOUR CHOICE: U.S. or Canadian Version
(Canadian version is titled, "Your Campus Store is Ready to Help")

Item #2783
Member Price: \$10/pack
Regular Price: \$20/pack

Item #2783CN (Canadian version)

Volume Pricing:
5 packs or more: \$9.10/pack (members only)



BOOK BUYBACK AND FACULTY
Sold in packs of 50.

This brochure helps college stores secure timely faculty adoptions by thanking faculty for their support, and explains their important role in the used book buyback process. Includes an explanation of how it is determined which books will be bought back by the store, and pointers on how faculty can help students appreciate the value of their textbooks. It also addresses the following questions:

- How does the store determine what to pay?
- Why doesn't the college store sell books at cost?
- Why don't college stores buy back all used copies?
- Why are textbook adoptions needed so far in advance of my teaching a class?

Item #2692
Member price: \$5/pack
Regular price: \$10/pack



WHY DO MY TEXTBOOKS COST SO MUCH?

Sold in packs of 100. College stores can provide these brochures in their textbook areas, or use them for student orientation packets to help educate customers about how textbooks are selected and priced. Includes pointers for online buying hints; five money-saving tips, and other general textbook information, including the popular NACS-produced "Where the New Textbook Dollar Goes" illustration.

YOUR CHOICE: U.S. or Canadian Version

Item #2654
Member Price: \$10/pack
Regular Price: \$20/pack

Item #2654CN
(Canadian version)

Volume Pricing:
5 packs or more: \$9.10/pack (members only)



WHY AREN'T MY USED BOOKS WORTH MORE?

Sold in packs of 100. College stores can provide these brochures in their textbook areas, or use them for student orientation packets to help educate customers about how used book prices are determined, and the factors that influence those prices. Addresses these questions: 1) Why do I get more for some books than others at buyback; 2) Why did my friend get more for the same book than I got; 3) How can these books already have no buyback value, and more. Includes student tips for selling used books, and thoughts to consider before selling their books online.

Item #2682
Member Price: \$10/pack
Regular Price: \$20/pack

Volume Pricing:
5 packs or more: \$9.10/pack (members only)

LICENSE BROCHURE CONTENT FOR YOUR WEB SITE (NACS MEMBERS ONLY)

NACS full member college stores may purchase a one-year license of a brochure's content as a PDF file, to use on either your campus or college store web site.

To do so, the license must be purchased in conjunction with at least 1 pack of paper brochures per 1,000 full and part time students enrolled systemwide at the primary institution served by the college store. We will round up the purchase requirement to the next increment for those 30% or more beyond any 1,000 increment. This will require the signed verification of enrollment from your school's Registrar's office.

Call The NACS Store to obtain your registration verification form, as well as a brochure licensing agreement form.

BROCHURE LICENSE FEE:

\$3 per 1,000 full and part time students enrolled systemwide, up to 30,000 students. Enrollments over 30,000 pay a license fee of \$90. Fee is contingent on purchase of paper brochures as explained above.

- Why Do My Textbooks Cost So Much? (U.S. version)**
Item #2654-L
- Why Do My Textbooks Cost So Much? (Canadian version)**
Item #2654CN-L
- Why Aren't My Used Books Worth More?**
Item #2682-L
- Book Buyback And Faculty**
Item #2692-L
- Buying College Textbooks: What You Need To Know**
Item #2714-L
- Your College Store Is Ready To Help (U.S. version)**
Item #2783-L
- Your Campus Store Is Ready To Help (Canadian version)**
Item #2783CN-L

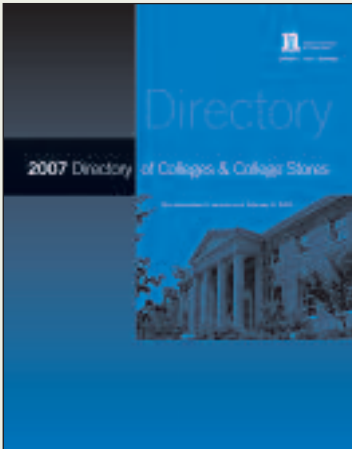
PLASTIC BROCHURE HOLDER

Helps keep your countertop area tidy while displaying these brochures.

Item #2657
Member Price: \$3.50 ea.
Regular Price: \$4.50 ea.



**View the complete text
of all our brochures online,
at The NACS Store!**



nacs
New Edition!
NACS DIRECTORY OF COLLEGES AND COLLEGE STORES
YOUR CHOICE: PAPER OR CD-ROM VERSIONS

The industry's telephone book and more! The directory lists colleges and universities along with the stores serving those campuses. Store listings include manager and buyer names, address, phone and fax numbers, store email addresses, store hours, and store ownership. You'll also find helpful information about NACS—current board members, committees, state and regional associations, and products and services offered by the association.

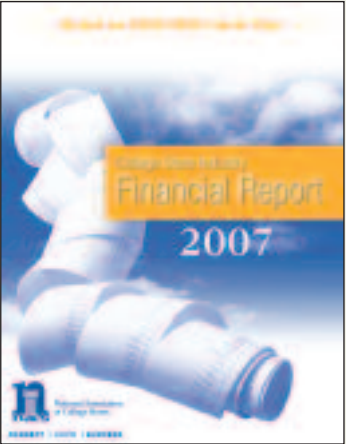
Paper Copies (Item #17) Member Price 1-3 copies: \$75 each 4-9 copies: \$70 each 10 or more copies: \$65 each Regular Price: \$475 each	Searchable CD-ROM (Item #17-CD) (available to members only) 1-3 users: \$50 each 4-9 users: \$45 each 10 or more users: \$40 each
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Want unlimited user access?
Consider purchasing a license of the NACS database. See page 30, item C for details.

CUSTOMIZED SALES DIRECTORIES

Back by popular demand! Create your own bound paper copy of just the states or provinces in your sales territory.

Item #17-S
Member Price: \$10 each state/province
Regular Price: \$75 each state/province
(Call The NACS Store for quantity discount information.)



nacs
New Edition!
NACS FINANCIAL REPORT

The primary purpose of this research report is to collect and display data that helps college stores operate their businesses more successfully. You don't have to be a financial expert to benefit from this important information; even simple analysis of your store's financials using this data for comparison can yield significant insights and returns for your business. Tables and graphs present sales by product category, cost of goods, gross margins, turnover, customer refunds, sales per square foot, and projections of online sales in college stores. The report shows how to compare your store's performance with the survey findings. From there you'll learn what to look for, what it means, and how to improve.

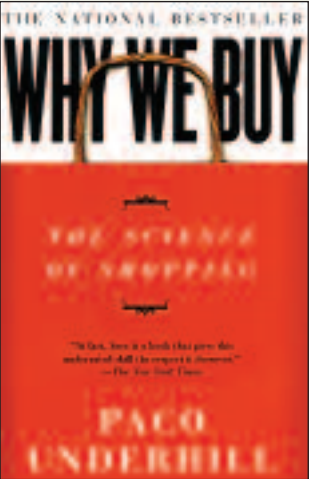
Item #2079
Member Price: \$295
Regular Price: \$495



THE BUDGET GUIDE TO RETAIL STORE PLANNING AND DESIGN

This nuts-and-bolts approach to the planning and design of a new store covers: budgeting store design; lease analysis and negotiation; working with designers; storefronts and signs; store layout and colors; retail floor coverings; ceilings and spaceframes; lighting; interior signage; wall and floor fixtures, and more. 89 pages.

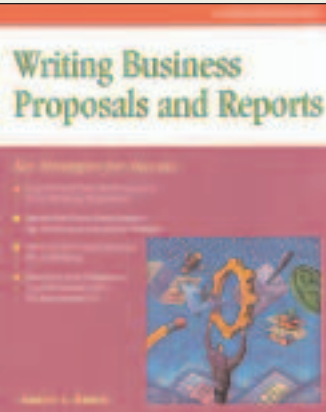
Item #2663
Member Price: \$19.99
Regular Price: \$24.95



WHY WE BUY: THE SCIENCE OF SHOPPING

Based on hard data gleaned from thousands of hours of field research. Explains often-unnoticed shopping phenomena like how a well-placed shopping basket can turn a small purchase into a significant sale; what the "butt-brush factor" is, and how it can make sales plummet; and how the "boomerang effect" makes product placement ever more challenging. Paperback. 255 pages.

Item #2723
Member Price: \$11.99
Regular Price: \$15



WRITING BUSINESS PROPOSALS AND REPORTS

Writing winning proposals and successful reports requires more than the fundamentals for writing well. In this book you will learn that report and proposal writing is a process, not a single event. You will find out how to organize, develop, and edit your material. And you will discover strategies to help you tailor your work to the intended audience and be more successful in achieving your objectives. 85 pages.

Item #2703
Member Price: \$10.99
Regular Price: \$13.95



MAP/U.S. COLLEGE & REFERENCE

This map for U.S. Higher Education lists more than 1,200 colleges and universities in the U.S. Vendors can use this folded paper map to assist them in targeting colleges and universities in their region(s). Institution names are color-coded to identify whether they are public or private. Other helpful information noted is: college/university name, admissions phone number, web address, enrollment, religious affiliation, male/female ratio, and an institution cost rating.

Item #2658
Member Price: \$7.99
Regular Price: \$9.95



STUDENT WATCH CAMPUS MARKET RESEARCH

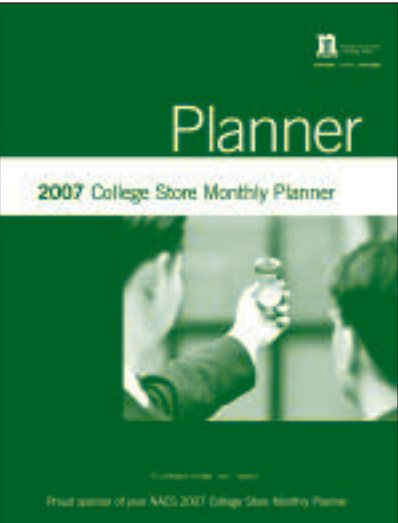
Funded by the NACS Foundation, Student Watch is primary, industry-specific research that provides new insights into student consumers, and validates proven trends. Student Watch provides ongoing research conducted and delivered in topical phases. The research found in these reports will help you tap into understanding today's college student consumer in order to effectively meet their desires and their needs.

Retail Inspiration: Insight to College-Bound Consumers, 2007.
Item #2831 Price: \$299
(PDF data tables available by request, with purchase of 2007 report, Item #2832)

Student Buying Habits: Textbooks and Course Materials, Fall 2005.
Item #2742 Price: \$250

Influencing College Student Consumer Behavior, Fall 2004
Item #2693 Price: \$250
(With tabulations, \$500. Item #PKG-SW12RT)

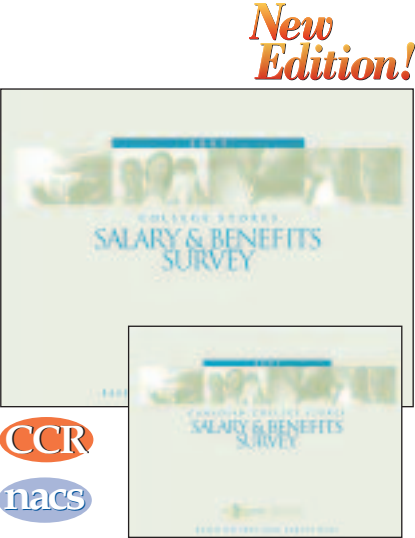
Student Shopping: Understanding College Student Consumer Behavior, Fall 2002
Item #2634 Price: \$49.95



nacs
New Edition!
NACS MONTHLY PLANNER

An essential tool for effective year-round retail planning. The planner helps you keep track of sales, plan special events, and organize your entire year in one easy-to-follow format. This 18-month calendar offers monthly promotional and product ideas, industry meeting dates, rush and physical inventory checklists, and more! This spiral-bound planner is a must-have for store and vendor personnel. Calendar dates include March 2007 through August 2008.

Item #43
Member Price: \$19.99 each
Regular Price: \$29.99 each



NACS SALARY & BENEFITS SURVEY

Available in both U.S. and Canadian versions, this biennial report will help you compare your store's compensation levels and benefits packages against those of other stores within the overall industry as well as within the same sales volume category, geographic region, type of school, type of store ownership, and urban or rural school location. The survey results are representative of over 1575 stores. There is no better tool to use for upcoming compensation negotiations for you and other store employees. Published by the NACS Foundation.

U.S. version, **Item #557**
Canadian version, **Item #558**
Price: \$150 each



THE COLLEGE STORE MAGAZINE

The industry's leading collegiate retailing publication. Produced by NACS bimonthly for more than 75 years, it's the best way to keep abreast of trends and ideas for your college store operation.

Subscriptions:
Member Price: \$66/year
Regular Price: \$78/year

(If you're a full NACS college store member, you are entitled to one free copy of The College Store magazine for every \$100 in paid dues...call the NACS Membership Department at ext. 2345, and see if your store is entitled to any additional free copies you may not be using.)

Back Issues (based on availability):
Item #2648
Member Price: \$11 each
Regular Price: \$13 each

ANNUAL BUYERS' GUIDE ISSUE

The May/June issue of *The College Store* magazine contains a special section listing vendor suppliers to the college marketplace, alphabetically and also by product classification.

Item #15
Member Price: \$11
Regular Price: \$13

THE COLLEGE STORE MAGAZINE'S MAGIC MAILING

Get your own, so you don't have to share! A NACS Magic Mailing is a "bundle" of anywhere from 20-35 or more product sample and promotional goodies that advertisers want your store to see in person. Although one Magic Mailing is sent for free to the main contact at each NACS full member store, some college stores want to receive more than one. Scheduled mailings for 2007-08 are concurrent with the publication of the May/June 2007, Sept/Oct 2007, and Jan/Feb 2008 issues of the magazine. A Magic Mailing also includes one copy of the current issue of *The College Store* magazine inside. Limited quantities are available for each issue, so reserve yours now in advance.

Item #2822
Member Price: \$19.99 ea.
Regular Price: \$42 ea.

New! IN-STORE SIGNAGE

Choose from an assortment of NACS-produced signage just for college stores!
All are printed on 80 lb. weight glossy card stock.

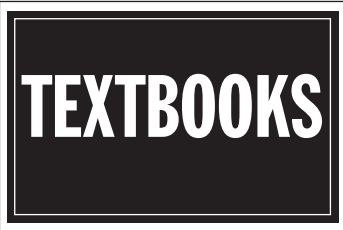
JUST \$1.50 each!*

(NACS member pricing; regular price is \$2.50 ea.)
*per 11"x17" printed sheet.
Smaller sized signs actually give you more pieces for the same price.

Quantity Discounts Available

Purchase any 10 or more signs, and the price drops to just **\$1.20 each!**
NACS member pricing.
Regular quantity price is \$2 ea.

11"x17" SIZE



Item #2784



Item #2785



Item #2786



Item #2787



Item #2788



Item #2789



Item #2790



Item #2791



7"x11" SIGN HOLDER
The perfect solution for cubes, countertops, tabletops, and other display areas. Chrome plated metal with a 4" stem, and felt covered bottom.
Item #2815
Member Price: \$4.85 each
Regular Price: \$6.50 each

Want a Rigid Sign?

Have any sign mounted on 1/8" white foam core stock. Sign can more easily be displayed without worry of curling. Eliminates the need for a sign holder frame. Also great for two-sided signs!
Member Price: add \$1.50 ea.
Regular Price: add \$2.50 ea.
(Please place your order for mounted signs by telephoning The NACS Store)

5.5"x7" SIZE



Item #2799
Four pieces on one sheet. Can be folded over to create two 2-sided signs.

7"x11" SIZE

With this smaller size, you get 2 pieces for the same price!



Item #2792BK
Item #2792RD



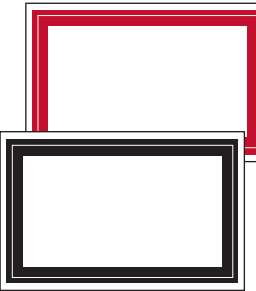
Item #2793BK
Item #2793RD



Item #2794BK
Item #2794RD



Item #2795BK
Item #2795RD



BLANK SIGN
Your choice of red or black border.
Item #2835BK
Item #2835RD



Item #2796



Item #2797



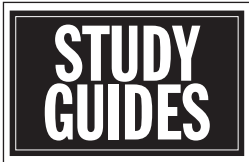
Item #2798



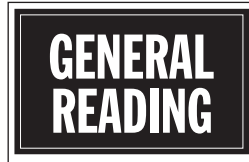
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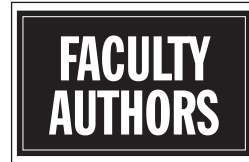
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Item #2803



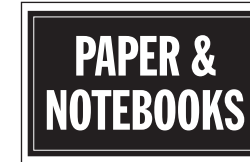
Item #2804



Item #2805



Item #2806



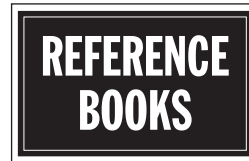
Item #2807



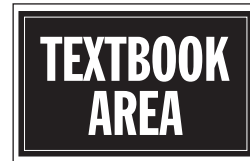
Item #2808



Item #2809



Item #2810

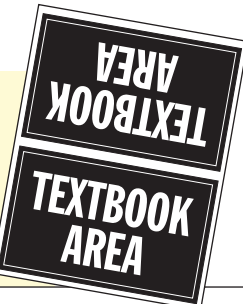


Item #2811

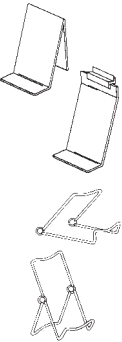


Item #2812

7"x11" signs are printed like this, so you can just fold over for a 2-sided sign!



MERCHANDISING DISPLAY AIDS



ACRYLIC BOOK DISPLAY AIDS
4" Counter Stand #8100 \$3.25 each **Item #1584**
6" Counter Stand or Wallmount #8110 \$5.75 each **Item #1585**
4" Slatwall Mounting Stand #8105 \$5.75 each **Item #1586**
6" Slatwall Mounting Stand #8115 \$8.65 each **Item #1587**
Acrylic Cleaner, 8 oz. #8120 \$6.00 each **Item #1588**

DISPLAY HOLDERS
Adjustable display holders with firm tension. Perfect to show off a wide variety of small, large or odd-shaped items: books, software, stationery goods, china, and more. (minimum order 1 dozen for each)
Display Holder/Easel 2A \$11.25 dozen **Item #1512**
Display Holder/Easel 3A \$14.75 dozen **Item #1513**

METAL CEILING CLIPS
Sold in packs of 10. Tension wire hooks attach to typical drop ceiling metal grid systems. Perfect for suspending aisle markers, promotional signage, etc.
Item #1415
Member Price: \$3/pack
Regular Price: \$6/pack



LABEL REMOVER
Save time and energy with this red plastic label remover. The label remover works best on paper and soft surfaces such as books, boxes, and file folders, to remove price labels and other pressure-sensitive materials.
Item #2659
Member Price: \$1.50 each
Regular Price: \$2 each



COUNTERFEIT MONEY DETECTOR PEN
This patented Smart Money Counterfeit Detector Pen is a highly effective and inexpensive tool for detecting bad currency. Simply make a mark on the bill with the pen: an amber mark passes the test, while a dark brown or black mark means the bill is most likely counterfeit. Works on all U.S. currency dated 1959 and later.
Item #2670
Member Price: \$3 ea.
Regular Price: \$4.98 ea.

YOUR SECURITY PRODUCT SOURCE



SENTRY TECHNOLOGY IS NOW THE OFFICIAL SUPPLIER FOR NACS MEMBERS

Through a special partnership arrangement with Sentry Technology Corporation, NACS members qualify for special savings on the full line of Sentry products, including security strips, hard tags, and complete anti-shoplifting solutions for college store retailers.

Simply contact Sentry at (800) 461-2803 and ask to speak with a representative from bookstores, or visit them online at www.sentrytechnology.com. Be sure to have your NACS member number handy to qualify for your discount.

Sentry Technology Corporation designs, manufactures, sells, and installs radio frequency and electromagnetic security systems, and closed circuit television solutions. The company's products are used by retailers to deter shoplifting and internal theft.



BUSINESS CARDS

(NACS MEMBERS ONLY)

A professional networking tool! Business cards feature the NACS seal plus the option to include your store's logo. If you choose to include a logo, simply send us the camera-ready artwork along with your order. (No photocopies, please.) Use the special form on the back page to order your business cards.



STANDARD
Item #1430A
500 pcs., \$23 (minimum order)
Item #1431A
1,000 pcs., \$28



PRINTED WITH SCHOOL SEAL
Item #1430B
500 pcs., \$27 (minimum order)
Item #1431B
1000 pcs., \$32

NACS is helping stores meet a variety of retail-specific needs.

Whether your store needs business forms, supplies for your

security system, or labels to mark your text and trade books,

our operational supplies provide simple, effective, and profitable

solutions. Many of our items feature quantity pricing so the

more you order, the more you'll save!

STICKERS/PACKING ENVELOPES

#1 NATIONAL BESTSELLER

#1 NATIONAL BESTSELLER
500 per roll
Item #2408
Enhance sales by spotlighting those titles that have reached bestseller status. These gold stickers are sure to capture the attention of shoppers. Removable adhesive. 1.5" diameter. Black printing on gold.
Member Price: \$6.95 per roll
Regular Price: \$10.50 per roll

ATTENTION
This is the #1 Carton Of A Shipment Consisting Of Cartons. The Packing Slip Is Enclosed In Carton #1

ATTENTION (# OF CARTONS IN A SHIPMENT)
250 per roll
Item #1726
Make sure there are no stragglers in your multiple carton shipments. This label is a must for all those who have spent hours trying to locate missing packages (or for those who don't wish to!)
2" x 3.5" Red printing on white.
Member Price: \$6 per roll
Regular Price: \$9 per roll

AUTOGRAPHED

AUTOGRAPHED
250 per roll
Item #1728
A removable white label to identify those books which have been personally signed by the author. Enhances value. Great for use during author appearances at your store. 1" x 2" Red printing on white.
Member Price: \$5.25 per roll
Regular Price: \$7.70 per roll

BOOK RETURNS
PUBLISHER'S SHIPPING ERROR
NO 15 DAY RETURN POLICY

BOOK RETURNS: PUBLISHER'S SHIPPING ERROR
500 per roll
Item #1637
Clearly identifies cartons of books being returned to the publisher due to their shipping error. Avoid hassles and save wasted time spent writing memos of explanation. Actual size is a noticeable 3" x 5". Red printing on white.
Member Price: \$10 per roll
Regular Price: \$15.20 per roll

CD OR DISK ENCLOSED
NO RETURN IF UNWRAPPED

CD OR DISK ENCLOSED NO RETURN IF UNWRAPPED
500 per roll
Item #2505
Clearly spells out your policy on products such as packaged course materials and software. Excellent customer service opportunity. 1.5" x 1.5" Black printing on yellow.
Member Price: \$7.30 per roll
Regular Price: \$10.90 per roll

DEFECTIVE
REVERSED
PAGES
DAMAGED IN TRANSIT

DEFECTIVE/REVERSED/PAGES/DAMAGED
1,000 per roll
Item #37
Another time saver. This label quickly identifies books or other items being returned because of damage or defects. Prevents bad merchandise from being reshelfed. 1.5" x 1.5" Red printing on white.
Member Price: \$8.79 per roll
Regular Price: \$13.15 per roll



DISK ENCLOSED

DISK ENCLOSED
500 per roll
Item #2406
Clearly identifies titles that come with a computer diskette. Particularly helpful when the item is shrinkwrapped. Removable adhesive. 1.5" x 1.5" White with red printing.
Member Price: \$7.30 per roll
Regular Price: \$10.90 per roll

DISPLAY COPY

DISPLAY COPY
250 per roll
Item #1729
Clearly marks items that are for display purposes only. Easily removable when you're ready to sell. Also useful for publishers, wholesalers, and other trade show exhibitors for keeping samples in their place. 1" x 2" Red printing on white.
Member Price: \$5.25 per roll
Regular Price: \$7.70 per roll



INVOICE/PACKING LIST ENCLOSED
100 per pkg.
Item #51
Place your invoices or packing lists visibly on the outside of your shipping cartons with these handy plastic envelopes. Avoid the problems associated with lost paperwork. 4.5" x 5.5"
Member Price: \$5.50 per pkg.
Regular Price: \$8.10 per pkg.



NEW (BAR CODE)
1,000 per roll
Item #2224
Bar code #90000. If you're using a bar code inventory program, this sticker will allow you to keep track of new titles on your system. Removable label. .75" x 1.25" Black printing on white.
Member Price: \$7.15 per roll
Regular Price: \$10.70 per roll

NEW EDITION

NEW EDITION
1,000 per roll
Item #2671
Clearly mark new texts with these easy to read labels. Removable label. .5" x 2". Black printing on blue.
Member Price: \$6.50 per roll
Regular Price: \$9 per roll

NO RETURN
If Unwrapped

NO RETURN IF UNWRAPPED
500 per roll
Item #1594
Clearly spells out your policy on special products like software, gift books, and other wrapped items. Excellent customer service opportunity. 1" x 2" Red printing on white.
Member Price: \$6.95 per roll
Regular Price: \$10.50 per roll

NOT
Returnable

NOT RETURNABLE

500 per roll
Item #1595
An important reminder for closeouts, discontinued stock, or any item that cannot be returned. Clearly informs the customer. 1" x 2" Red printing on white.
Member Price: \$6.95 per roll
Regular Price: \$10.50 per roll



PRE-OWNED BOOK

PRE-OWNED BOOK

1,000 per roll
Item #2409
These stickers provide the perfect alternative to identifying previously-owned books without alienating shoppers who disfavor "used." Permanent adhesive. 3" x 3/8" Black printing on yellow.
1-9 Rolls
Member Price: \$5 per roll
Regular Price: \$7.65 per roll



10-24 Rolls
Member Price: \$4.95 per roll
Regular Price: \$7.50 per roll

25+ Rolls
Member Price: \$4.75 per roll
Regular Price: \$7.10 per roll



PUBLISHERS LIST PRICE

50 per sheet
Turn a publisher price increase into profits for your store by easily marking up you in-stock paperbacks with these preprint-ed pricing stickers. 50 stickers to a sheet, one price per sheet. Call for price increments that are available (from \$1. to \$29.95) .5" diameter Black printing on white. When ordering, please specify the desired price for each sheet ordered.
1-9 sheets
Member Price: \$1.30 per sheet
Regular Price: \$1.95 per sheet

10+ sheets
Member Price: \$1 per sheet
Regular Price: \$1.50 per sheet



RECYCLED BOOK

RECYCLED BOOK

665 per roll
Item #1937
A new twist to recycling and to promoting used book sales. Your environmentally conscious students will love you for it. They come on a continuous perforated roll. 3.5" x .65" Yellow with green printing.
1-9 Rolls
Member Price: \$5.80 per roll
Regular Price: \$8.65 per roll

25+ Rolls
Member Price: \$5.20 per roll
Regular Price: \$7.10 per roll



RENTABLE

RENTABLE

1,000 per roll
Item #2830
Let students know that a particular title can be rented through your store's rental program. Permanent adhesive.
.5" x 2.75" Black lettering on green background.
Member Price: \$7.50 per roll
Regular Price: \$11.00 per roll

New!



RENT OR BUY

RENT OR BUY

1,000 per roll
Item #2829
Students will appreciate knowing in advance that they have a choice between buying or renting the title. Permanent adhesive.
.5" x 2.75" Black lettering on green background.
Member Price: \$7.50 per roll
Regular Price: \$11.00 per roll

New!



SAVE 15%
Item #2407
500 per roll

SAVE 20%
Item #2508

SAVE 25%
Item #2509

SAVE 30%
Item #2510

These attention-getting labels clearly notify customers of sale items. Adds extra impact to store signage and are easily removable when the sale has ended. 3" x 3" x 4.25" Red with white reversed copy.
Member Price: \$10.50 per roll
Regular Price: \$14.10 per roll

SPECIAL (PERMANENT OR REMOVABLE ADHESIVE)

1,000 per roll
There will be no missing your sale items with these fluorescent red/orange pricing stickers. Used by many on remainders, hurts and closeouts but are also great for software, games, stationery and more. Available in your choice of permanent or removable adhesive. 2" x 1.5" Black printing on fluorescent red/orange.
Permanent adhesive
Item #1308
Member Price: \$6.40 per roll
Regular Price: \$9.60 per roll

Removable adhesive
Item #1785
Member Price: \$7.15 per roll
Regular Price: \$10.72 per roll

STOP GO TO CLASS FIRST (MINI STICKERS)

500 per roll
Item #1741
Avoid unnecessary book returns with these "student-friendly" shelftag mini stickers. 1" x 1" Red printing on white.
Member Price: \$9 per roll
Regular Price: \$13.50 per roll

STOP SEE PACKAGED SET

500 per roll
Item #2507
Alerts customers that additional options are available regarding course materials. 1" x 1" Red printing on white.
Member Price: \$9 per roll
Regular Price: \$13.50 per roll

STOP GO TO CLASS FIRST (SHELF TALKERS)

100 per pkg.
Item #58
These shelf talkers provide another way to effectively send the message to the student. 5" x 5.25" Red printing on white.
Member Price: \$11.10 per pkg.
Regular Price: \$13.90 per pkg.

TEMPORARILY OUT OF STOCK DUE DATE:

500 per roll
Item #2506
Avoid lost sales with this friendly notice that alerts the customer that more stock is on the way by an expected date. 1.5" x 2" Red printing on white.
Member Price: \$6.40 per roll
Regular Price: \$9.40 per roll

TRADE (BAR CODE)

1,000 per roll
Item #2328
Bar code number 50000. If you're using a bar code inventory program, this sticker will allow you to keep track of trade titles on your system. .75" x 1.15" Black printing on white.
Member Price: \$7.15 per roll
Regular Price: \$10.70 per roll

USED (BAR CODE)

1,000 per roll
Item #1744
Bar code number 99990. If you're using a bar code inventory program, this sticker will allow you to keep track of used titles on your system. .75" x 1.15" Black printing on yellow.
Member Price: \$7.15 per roll
Regular Price: \$10.70 per roll

USED (CONTINUOUS)

1,500 per roll
Item #1938
Continuous perforated rolls for use with tape dispensers. 1.63" x .5" Black printing on yellow.
1-9 Rolls
Member Price: \$4.50 per roll
Regular Price: \$6.75 per roll

25+ Rolls
Member Price: \$4.05 per roll
Regular Price: \$5.50 per roll

10-24 Rolls
Member Price: \$4.15 per roll
Regular Price: \$5.75 per roll

USED

USED (STANDARD)

1,000 per roll
Item #38
Clearly mark used texts and other used course materials with our easy to read labels. Peel and stick one at a time. 1.5" x .65" Black printing on yellow.
1-9 Rolls
Member Price: \$4.29 per roll
Regular Price: \$6.40 per roll

25+ Rolls
Member Price: \$3.85 per roll
Regular Price: \$5.20 per roll

10-24 Rolls
Member Price: \$3.95 per roll
Regular Price: \$5.45 per roll

USED

USED (TAMPERPROOF)

1,000 per roll
Item #39
These clever stickers "self destruct" when removal is attempted—just the thing to deter customers from tampering. These come in a peel and stick format. 1.5" x .65" Black printing on yellow.
1-9 Rolls
Member Price: \$4.95 per roll
Regular Price: \$7.50 per roll

25+ Rolls
Member Price: \$4.70 per roll
Regular Price: \$6.95 per roll

10-24 Rolls
Member Price: \$4.90 per roll
Regular Price: \$7.30 per roll

\$ New for \$ USED PRICE

NEW FOR USED PRICE

500 per roll
Item # 2712
Did your college store strike a great deal on the price of a particular course material, placing it on par with the market's used book pricing for that title? If so, use these stickers to promote that fact to customers. Removable adhesive design. 1.75" x .5" Black printing on yellow.
Member Price: \$3.60 per roll
Regular Price: \$5.35 per roll



UN-DU ADHESIVE REMOVER

NACS is now an official distributor of un-du Adhesive Remover! un-du is better for textbooks and course materials because of its unique properties that instantly neutralize all self-sticking adhesives, allowing you to remove the adhesive cleanly. The solution then quickly evaporates; no messy leftover residue to mar the book cover.
4 oz. bottle size.

Item #2741
Member Price: \$6.95
Regular Price: \$8.75

BUSINESS FORMS

Business forms from NACS are a perfect tool to help with your everyday store needs. Our selection of forms is tailored to meet the specific needs of college store retailers.



*CUSTOM IMPRINTING IS AVAILABLE!

Purchase Order, Special Order, and Request to Return forms may be numbered and imprinted with you store's name. Imprint charge is \$6.50 per hundred, single or double imprint. Use the special order form on the back page to order imprinted business forms.

A. SPECIAL ORDER*

3 1/2" x 5 1/2"
Item #24
500 pcs., \$26 (minimum order)
1,000 pcs., \$46.50
5,000 pcs., \$39 per thousand

C. TEXTBOOK ADOPTION

8 1/2" x 11"
Item #25 (3-part form)
100 pcs., \$11 (minimum order)

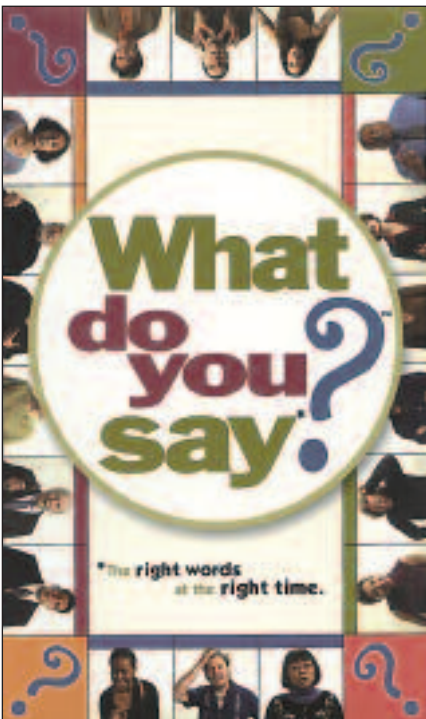
B. PURCHASE ORDER*

8 1/2" x 11"
Item #2214 (3-part form)
500 pcs., \$46.50 (minimum order)
1,000 pcs., \$77.50
5,000 pcs., \$67 per thousand

D. REQUEST TO RETURN*

8 1/2" x 11"
Item #23 (5-part form)
100 pcs., \$15.50 (minimum order)

Available to NACS members only.



WHAT DO YOU SAY?

VIDEO RENTAL* TRAINING KIT. Fast-paced, energetic, and loaded with excitement, this training video puts employees on the hot seat as they are challenged with more than 30 awkward, intimidating, and sometimes overwhelming customer situations. It then provides realistic and practical answers that they can use on the job immediately.

Rental package includes one *What Do You Say?* videotape (22 minutes) and one Manager's Guide (30 pages).

Item #2717
Rental Price: \$39.99

Reinforce your training message: What Do You Say?
48-page employee handbook

Item #2717-EH
Purchase Price: \$14.95 ea.

What Do You Say? pocket-sized Q & A flashcards
(48-piece pack).

Item #2717-C
Purchase Price: \$19.99/pk.

*Video rental training kit is for 14 calendar days (starts from the date mailed to you, until the date all materials are received back at NACS). Stores not returning a complete training kit will be billed for the kit's replacement. NACS members may rent videos only after NACS receives a completed Video Rental Request Form, which can be had by calling The NACS Store or downloading it from The NACS Store online.



GIVE 'EM THE PICKLE

VIDEO RENTAL* TRAINING KIT. "Pickles" are those special or extra things you do to make people happy-the trick is to figure out what your customers want, and then make sure they get it...that's the pickle. This videotape training package focuses on four areas: service, attitude, consistency, and teamwork.

Rental package includes one *Give 'em the Pickle* videotape (18 minutes) and one Leader's Guide book (58 pages), which includes reproducible handouts for group activities/exercises.

Item #2680
Rental Price: \$39.99

Reinforce your training message with pickle lapel pins and pocket cards for your attendees. Package consists of 10 pickle lapel pins, and 10 pocket/wallet cards with key training session messages.

Item #2680-P
Purchase Price: \$19.99

*Video rental training kit is for 14 calendar days (starts from the date mailed to you, until the date all materials are received back at NACS). Stores not returning a complete training kit will be billed for the kit's replacement. NACS members may rent videos only after NACS receives a completed Video Rental Request Form, which can be had by calling The NACS Store or downloading it from The NACS Store online.



I. STANDARD (paper) LABELS:

A. Label format (choose one):

- ☐ 4-up Cheshire
- ☐ 3-up Pressure Sensitive

B. Organized by (choose one):

- ☐ Zip code
- ☐ State

C. Standard Fields (choose one):

- ☐ College Store Manager Name, **OR**
- Departmental Buyer (choose specialty)
 - ☐ Course Books
 - ☐ General Books
 - ☐ Computer Supplies
 - ☐ Computer Software
 - ☐ Food
 - ☐ Health Science Books
 - ☐ Student Academic Supplies
 - ☐ Health & Beauty Aids
 - ☐ Softgoods
 - ☐ Gifts
 - ☐ Greek Merchandise

(Departmental buyer lists can be ordered to default to the manager's name when a specific departmental buyer name is not listed for a store.)

Conduct your own direct marketing campaigns with the help of NACS! We offer a large selection of buyer categories and list fields, so you can mail to the audience that's precisely right for your product or service. And since NACS updates its database daily, waste circulation is virtually eliminated. Choose from paper mailing labels, on diskette, or e-mailed to you.

D. Additional Fields (extra fees apply):

- Gross Sales (of NACS members only, and only where available)
 - ☐ Under \$100,000
 - ☐ \$100,000 to \$600,000
 - ☐ \$600,000 to \$1M
 - ☐ \$1M to \$3M
 - ☐ \$3M and over
 - ☐ any college store over \$1M
- Store Ownership:
 - ☐ Institutional
 - ☐ Private
 - ☐ Contract Managed (where available)
- Other Fields:
 - ☐ Selected states or geographic regions
 - ☐ Stores serving 4-year schools
 - ☐ Stores serving 2-year schools
 - ☐ Stores by specific school enrollment category
 - ☐ Health science stores
- Other Features:
 - ☐ Key coding (your identification #)
\$12 per thousand

- **NACS Members**
Member Price: \$205 per list
Regular Price: \$475 per list*
- **NACS Members plus Prospective Members**
Member Price: \$345 per list
Regular Price: \$475 per list*

Additional (D) Fields Pricing:

Member Price: \$55 per option
Regular Price: \$80 per option*
*(Prepaid orders only for nonmembers.)

II. ELECTRONIC DATA

NACS now also offers the following list data electronically:

- A. Mailing lists
- B. Directory of Colleges and College Stores (PDF)
- C. Database licensing agreements

NACS electronic data purchases are nonrefundable. Some are only available for purchase by NACS members.

A. Mailing Lists

(For sale exclusively to NACS members. Prepaid orders only.)

Choose from:

- ☐ One-time use agreement
- ☐ 12-month agreement

If you send at least four to six mailings to college stores per year, we highly recommend the electronic 12-month agreement. You'll save time and money by having instant, yearly access to your targeted customer list. Pricing is based on the Standard Options Package only (see Roman numeral I on pg. 29).

One-time electronic use pricing (Basic Fields package):

- **NACS members**
Member Price: \$395
- **NACS Members plus Prospective Members**
Member Price: \$605

Additional Fields Pricing: add \$265 per option
(Buy 4 additional fields and the 5th one is free)

12-month electronic use pricing (Basic Fields package):

- **NACS members**
Member Price: \$1,575
- **NACS Members plus Prospective Members**
Member Price: \$2,205

Additional Fields Pricing: add \$265 per option
(Buy 4 additional fields and the 5th one is free)

Also Available:

- **Data Updates:** \$105 each (with 12 month agreement)*
- **College store phone numbers:** add \$265

B. Directory of Colleges and College Stores

(For sale exclusively to NACS members; prepaid orders only)

The industry's telephone book and more! The PDF version of the directory lists colleges and universities along with the stores serving those campuses—just like the invaluable paper edition. A great idea for use on corporate intranets. Store listings include manager and buyer names, address, phone and fax numbers, email addresses, store hours, and store ownership. You'll also find helpful information about NACS—current board members, committees, state and regional associations, and products and services offered by the association. Price: \$4,950

C. Database Licensing

(For sale exclusively to NACS members; prepaid orders only)

Create your own reports, files, and mailing campaigns! Database licensing has allowed companies to better manage their sales territories, generate market analysis reports, and better focus and conduct their overall marketing efforts.

The NACS database contains the information found primarily in the Directory of Colleges and Colleges Stores, as well as a schedule of college and university dates, and includes NACS store members and prospective store members.

Information is provided in a comma delimited text file, so that the data may be used in a spreadsheet or word processing applications, or imported into an existing database. (Other formats may be available. Call for details.)

Also Available:

- **Data Updates:** \$160 each*

ELECTRONIC DATA LAYOUT

Basic Fields

- Record ID #-referred to NACS #
- Contact name for Store
- Store name
- Address 1
- City
- State
- Zip
- Country

Additional Fields

- Phone
- Fax
- Institution Name
- Institution City
- Institution State
- Store ownership
- Institution Type
- Enrollment-Current year (Full time/Part time)
- Calendar type-quarter/semester/trimester
- School controlled by-Church/State
- SANS #
- Percentage of students in dorms/commute
- Starting and closing dates for the institution: Christmas break, Spring break, commencement. (subject to availability)
- Store hours
- Greek Life
- School Colors
- School Mascot

Database prices start at the same base price as the NACS Annual Use Mailing List Price. Additional fields are \$265 per data field. With the purchase of 4 additional fields you receive a 5th field free.

ABOUT ALL ELECTRONIC DATA SALES:

All NACS electronic data purchases are nonrefundable.

A license agreement must be signed, and payment must be made prior to release of the data.

*Where offered, data updates are only available within the terms of the agreement, and are formatted in accordance with the initial order. Updates may only be purchased within 10 months of the initial order.



LIST RENTAL AGREEMENT



Please allow a minimum of 7-10 working days for the processing of all lists.

Please send the following lists:

Description	Quantity	Unit Price	Total Price

Grand Total

Shipping charges will be added

FOR PAPER LABELS:

- Select One: ☐ 4-up Cheshire ☐ 3-up Pressure Sensitive
Select One: ☐ Zip Code Order ☐ State Order

FOR ELECTRONIC DATA:

- ☐ Diskette ☐ Via e-mail

Purchase Order Number _____ NACS Member Number _____

Name _____

Firm/Company _____

Address _____

City/State/Zip _____

Phone _____ Date _____

Signature *(required)* _____

I hereby agree that this list will be used one time only, and will not be duplicated in any form. I am also aware that decoys are included in all lists to monitor usage. I agree that violations of this agreement may be enforced by injunctions, and that damages may also be awarded if a court determines that is appropriate.
Redistribution: It is unlawful to resell or redistribute lists to any person or company, including but not limited to other members of the National Association of College Stores, any joint venture or buying group, without prior written permission from the National Association of College Stores.
Penalties: Any unlawful copying, reproduction, and/or redistribution of lists will be prosecuted to the full extent of the law, including both civil and criminal penalties.

Payment Options:

- ☐ Bill my NACS account (Members only)
☐ Please charge to my: ☐ VISA ☐ MasterCard ☐ AMEX Is this a business account? ☐ Yes ☐ No

Card Number _____ Expiration Date _____ Security Code _____

Name as it appears on the card _____

Shipping charges will be added Billing address: _____ Billing Zip: _____



ORDER BY MAIL:
The NACS Store
500 E. Lorain St.
Oberlin, OH 44074-1294



BY PHONE:
(800)622-7498
(440)775-7777, ext. 3



BY FAX:
(440)775-4769



BY E-MAIL:
store@nacs.org

ORDER FORM

Prices are subject to change without prior notification and do not include shipping. All prices are current as of January 1, 2007. Regular orders must be prepaid.

HOW TO ORDER

1. List the item number, description, quantity, and price of the items you'd like to order. The order form can be photocopied for future orders.


2. Choose your payment option. If you choose the credit card option, please provide your signature, along with your account number, expiration date, and security code.

3. Don't forget to indicate how you'd like to have the merchandise shipped. Please be sure to tell us if you're using the NACS Freight Program and prefer FedEx Ground Collect.

4. Ready to order? Great! Take your pick of five convenient methods.

 **BY PHONE:**
800/622-7498, Ext. 3

 **BY FAX:**
440/775-4769

 **BY MAIL:**
The NACS Store
500 E. Lorain St.
Oberlin, OH 44074-1294

 **BY E-MAIL:**
store@nacs.org
By WEB SITE:
www.nacs.org/nacs_store/



CONNECT | GROW | SUCCEED

500 E. Lorain St.
Oberlin, Ohio 44074-1294

(440) 775-7777 **or** (800) 622-7498
info@nacs.org • www.nacs.org

☐ Bill me (NACS members only)☐ Check enclosed (made payable to NACS)

☐ Charge my: ☐ Visa☐ MasterCard☐ American Express

Is this a business account? ☐ Yes☐ No

Card # _____ Exp. Date _____

Name as it appears on card _____ Security Code _____

Billing address _____ Zip _____

Signature _____

P.O. # _____ Store # _____

Store/Company name _____

Contact name _____

Address _____

City/State/Zip _____

Phone _____

Shipping method _____

Item #	Description	Qty.	Price Each	Total

Shipping charges will be added.

Business Card Imprint Data

Name _____

Title _____

Address _____

City / State / Zip _____

Phone _____

Fax _____

e-mail _____

Store Name _____

Store Web Site _____

Forms Imprint Data

(Imprint Charge: \$6.50 per hundred forms)

Store Imprint Choice: Starting Number _____ (Leave blank if you wish to use your own numbering system)

☐ Purchase Order☐ Return Form

Phone# (_____) _____ - _____

_____ Bill to _____ Credit to _____ Both _____

City _____ State _____ Zip _____

OR

☐ Purchase Order☐ Return Form

Phone# (_____) _____ - _____

_____ Ship to _____ Returned From _____ Both _____

City _____ State _____ Zip _____