## Where the New rexthook Dollar Goes*.

## $\underset{\substack{\|\|\|}}{\substack{\text { nacs }}}$ <br> National Association of College Stores <br> CONNECT | GROW | SUCGEED

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