

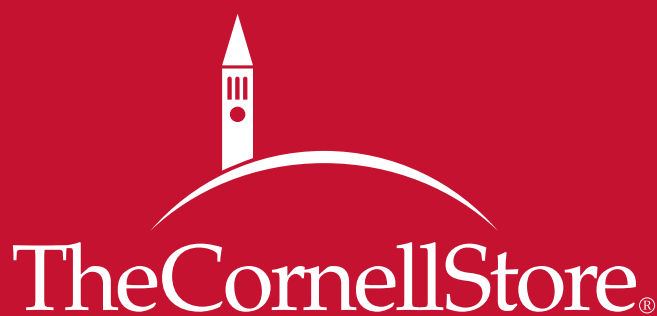
A Guide to Services and Programs for Cornell Faculty & Staff

**Textbooks and
Course Materials**

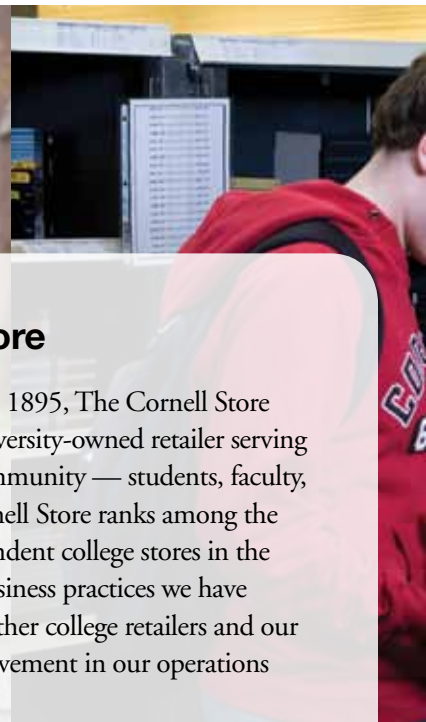
**Academic
Discounts**

Custom Orders

**Support for
Authors and
Special Events**



Here to help you succeed

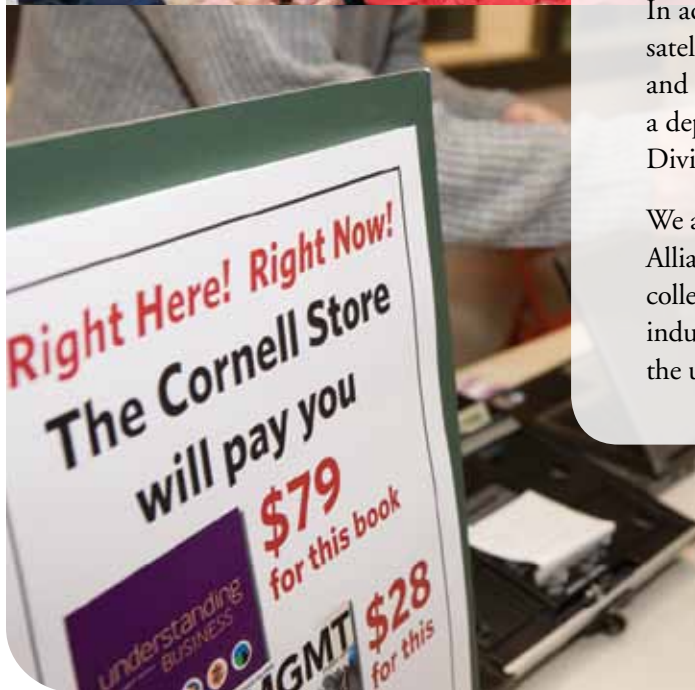


About The Cornell Store

Founded as a student-run co-op in 1895, The Cornell Store has evolved into a full-service, University-owned retailer serving the needs of the entire Cornell community — students, faculty, staff, and alumni. Today, The Cornell Store ranks among the largest and most successful independent college stores in the nation. Many of the innovative business practices we have developed have been adopted by other college retailers and our commitment to continuous improvement in our operations has made us an industry leader.

In addition to our main store on Ho Plaza, we operate satellite locations at the Statler Hotel and in Sage Hall, and an online store at store.cornell.edu. We operate as a department of Cornell Business Services, within the Division of Financial Affairs (DFA).

We also are a founding member of the Collegiate Retail Alliance, an innovative business coalition of independent college stores dedicated to developing and deploying the industry's best business practices, to deliver more value to the universities we serve.



Keep in Touch

We welcome your comments on this guide and your feedback on your experience at The Cornell Store. Stop in, call us at **(607) 255-4111**, or email us at store@cornell.edu.

Sign up for our weekly e-newsletter to be among the first to know about events, sales, and store news — go to store.cornell.edu and click on “Join Our Email Lists.”

The Cornell Store is owned and operated by Cornell University. Proceeds support Cornell operations, facilities, and programs.



Welcome!

The Cornell Store is proud to be an integral part of the vibrant Cornell University community, and we strive to do our job in a way that makes it easier for you to do yours.

You can rely on our knowledge of academic course materials and the latest technology solutions to help you acquire and create educational resources that are essential for the high-quality learning and research experiences that define Cornell University.

This guide has been prepared to introduce you to the academic and support services we offer you. You'll find complete details on our web site at store.cornell.edu.

Whether stocking textbooks, hosting author events, ordering departmental gifts, or answering questions on the latest commercial software updates, our mission is simple: We are here to help you succeed. We look forward to hearing from you and to working with you.

Store Hours

Monday-Friday, 8 A.M. – 5:30 P.M.

Wednesday, 8 A.M. – 7 P.M.

Saturday, Noon – 5 P.M.

Contents

| | |
|-------------------------------|---|
| Textbooks | 4 |
| Custom Publishing | 5 |
| General Books | 6 |
| Apparel & Gifts | 6 |
| Computers & Electronics | 7 |
| Additional Services | 7 |
| Contact Us | 8 |

Textbooks

The Cornell Store works with publishers and distributors around the world to secure the course materials that you select to support your teaching goals. We also provide custom publishing options, and can create customized “course packs” for you containing selections from multiple resources.

We’re also an ideal source for all non-book materials needed for your classes, such as lab supplies, calculators, dissection kits, art supplies, and more.

The Textbook Adoption Process

Each year, we work closely with Cornell faculty on over 12,000 textbook adoptions. The academic materials business is undergoing rapid change, with prices on some items increasing at double the rate of inflation and some courses using more online resources. We can outline the options you have for obtaining content in editions and formats that will be effective for students and validate their investment in them.

We know that having the right materials available on the first day of class is crucial to starting the semester smoothly. We are pleased that with your timely input and assistance, we typically succeed in having 98% of required textbooks on our shelves by the first day of class.

Making the textbook adoption process as easy and efficient as possible continues to be our goal. We collaborate with textbook coordinators in each academic department to facilitate communication. We offer you five convenient ways to submit your textbook orders. Our online Textbook Verification system lets you check on your book orders right up to the first day of class, to ensure any changes in section numbers, enrollment, or other situations that would impact quantities needed have been addressed.



5 Ways to Submit Orders

You can work with your department’s designated textbook liaison to order course materials, or work directly with Store personnel.

For your convenience, orders can be submitted five ways:

1. Online at store.cornell.edu
2. By emailing textbooks@cornell.edu
3. By faxing to 255-0083
4. Via campus mail
5. In-store at the Book Information desk



Helping to Keep Course Materials Affordable

Because we share your concern about textbook costs and the financial burden they can place on students, we strive to offer students as many money-saving used books as possible. Used books now comprise nearly 40% of our total textbook inventory.

To help us increase the availability of used books, we encourage you to submit your adoption instructions for the upcoming academic term as early as possible: in October for the spring term, in March for the summer term, and in April for the fall term. Timely adoption enables us to buy used books back from current Cornell students and secure the largest possible inventory of used books for future classes. Through our Textbook Buyback program, students saved over \$1.6 million during the 2008-2009 school year and recycled more than 54,000 books.

We also encourage faculty to carefully consider and communicate which adopted materials are “required” versus “optional” so students can invest judiciously in course materials. And as digital versions of textbooks become available, we continue to expand our selection of e-book titles, which can cost even less than used textbooks.

Custom Course Packs

How Early Adoptions Save Your Students Money

You can play an important role in helping to keep course materials affordable for students by placing your textbook adoptions early.

Once we know that you will be using a title, we can seek to purchase used copies from current students during Textbook Buyback at the end of the term. During buyback, a current student gets **cash back** for a book they no longer need, and the next semester's students can **save 25%** off the cost of a new text by buying a used book.

We also obtain used books from wholesale companies, but the demand for these titles far exceeds the supply so it is important that we submit our orders before other universities. Early adoptions, therefore, help your students *twice*: through more cash back at buyback, and with a greater supply of less expensive used books.

A Free Service for Cornell Faculty

The Cornell Store is an industry leader in providing faculty the ability to create custom course packs and anthologies *at no charge*. We prepared and printed over 25,000 custom course packs for 542 individual courses during the 2008-2009 academic year.

Course packs allow you to select and compile only those readings and materials that you plan to use during the term. Students benefit by paying only for materials that will be fully used in the course, rather than investing in several books in which only a handful of chapters might be covered.

Course Pack Advantages:

- The Cornell Store handles all copyright permission requests and royalty remittances for you.
- You have complete control over content selection.
- You can include materials from out-of-print books.
- It's easy to remove or add selections from term to term.



“ I want to pass along my appreciation for the speed and quality of the course pack services Jim Lawrence and his group have always provided me and my students. Turnaround time is instantaneous, demeanor is friendly and super-helpful, and the packets themselves are nicely done. My packets have some non-standard components, which makes this all the more impressive.”

*Irby J. Lovette, Ph.D.
Associate Professor,
Director of Graduate Studies,
Ecology and Evolutionary Biology*

Learn more online!

Visit store.cornell.edu for textbook FAQs, course pack details, printable and electronic ordering forms, a directory of publishers, and more.

General Books

The Cornell Store offers the Cornell community a robust general reading selection and an exciting array of author presentations and book discussion events throughout the year.

Selection

Our general reading book selection includes thousands of academic trade titles, popular bestsellers, publications by Cornell faculty authors, and a wide variety of magazines and newspapers. Our staff members are knowledgeable about upcoming, backlist, and buzz-worthy titles and can offer personalized recommendations within your areas of interest. And if we don't have what you want in stock, we have access to more than one million titles and can order almost any book for you at no additional cost.

Departmental Purchases: Save 10%*

You receive a 10% discount on in-store and online purchases made using a department account or a P-card.

Personal Purchases: Earn Book Rewards

For every 10 general reading books you purchase from the Store, you will receive a Cornell Store gift card equal to 20% of the total spent on those 10 books. Buy 10 books at \$10 each, for instance, and you are eligible for a \$20 gift card. Enrollment in the rewards program is automatic, but you must swipe your Cornell ID card at time of purchase or provide your NetID to the cashier for the purchases to be credited.

Note: The following do not qualify for rewards credits — books purchased using the departmental discount, textbooks, magazines, or already-discounted promotion or sale books.

Special Events

The Cornell Store hosts or supports over 75 book events per year, both in-store and at locations across campus. Let us know if you or your department would like us to host an event at The Cornell Store or would like us to provide on-site book sales support at your event.



Faculty Authors

We're pleased to carry the works of Cornell faculty authors but must rely on you to notify us of titles you've authored and/or upcoming releases. Simply contact our book department with the ISBN of your publication. In addition, we regularly feature faculty authors in our "Cornell Author of the Month" promotions.

Apparel & Gifts

The Cornell Store is committed to providing you and your department with a broad selection of high-quality Cornell apparel and gifts. In addition to the hundreds of products available for purchase in our store, we also provide custom options for larger orders.

For conferences, years-of-service awards, reunions, and thank-you gifts, we can source the items that will help make your event or gift uniquely Cornell.

Just give us a call and let us know the items you're interested in and quantities required, and we'll give you a fast, free quote.

How We Make Your Shopping Better:

- Free quotes for in-store, custom, and large-quantity orders
- 10% departmental discount when paying with departmental account or P-card*
- Additional discounts available on large department orders — Spend \$250 or more, and you save a minimum of 20%*
- We take care of all licensing and trademark requirements
- Convenient and reliable service

Planning a special book event?

Visit our website to fill out our event form or contact the Book Department at general_books@cornell.edu or (607) 255-2933.

Computers & Electronics

Hardware, Software, Licensing

The Cornell Store is an approved campus reseller of academically priced Apple® and Dell® computer systems, and a supplier of academically discounted software.*

All Cornell faculty and staff are eligible for academic discounts on hardware and software. We also offer software licensing packages for departments and units within Cornell University.

Visit our Technology Connection, located on the upper level of The Cornell Store, or shop our wide array of computer peripherals and electronics online. Our staff can answer any questions or concerns you may have about a particular product before you purchase.

Shop The Cornell Store for:

- Ethernet cables
- Apple® and Dell® computers
- Printers
- Adobe® and Microsoft® software
- Digital cameras
- iPods® and iTouch®
- Earbuds
- Noise-cancellation headphones
- Printer cartridges and toner
- Routers
- Security locks
- Laptop bags
- Endnote® and FileMaker Pro® software

Service & Repair

We offer walk-in warranty service drop-off no matter where you purchased your equipment. Simply bring your Apple® or Dell® computer or HP Laserjet® printer to the Store; we'll handle your warranty-covered repairs and call you when your product is ready. For your convenience, we also serve as a non-warranty service drop-off. Contact our technology staff to receive more information on your non-warranty repair needs.



Additional Store Services

We offer a number of services that make The Cornell Store a convenient stop for breakfast, lunch, snacks, personal errands, and business needs:

- 1865 Market & Café with snacks, drinks, Cornell Dining take-out meals, and dozens of helpful convenience items
- Cornell Finger Lakes Credit Union and Tompkins Trust Company branches in-store at the Ho Plaza entrance
- Passport photos
- Faxing services
- Digital photo printing kiosk
- UPS services
- Postage stamps and Campus Mail and US Postal Service mail drop
- Recycled Paper Greetings® cards and gift wrap
- Recycling boxes for glass and plastic bottles, cans and plastic bags
- Store gift cards
- Campus maps

Did you know...

The Cornell Store's commitment to sustainability includes our energy-efficient solar panels; shopping bags that produce the lowest environmental impact of any we've found; reduced transportation costs and energy consumption through freight consolidation; merchandising priority for products with recycled or minimal packaging; and massive textbook recycling accomplished through our Textbook Buyback program.

* A valid Cornell University ID is required at time of purchase in order to qualify for academic pricing and discounts. Departmental discount does not apply to special orders, textbooks and course packs, computer hardware, software and accessories, some electronics, or merchandise already on sale. Other exclusions may apply.

Contact Us

The Cornell Store

(607) 255-4111 or
(800) 624-4080

Store Manager: Rob Ervin
rde35@cornell.edu

Deputy Director:
Gary Swisher
gs248@cornell.edu

Textbooks

(607) 255-0083

Managers:
Mike Staurowsky
and Deb Barth
textbooks@cornell.edu

Custom Publishing

(607) 255-2932

Manager: Jim Lawrence
jsl10@cornell.edu

Technology Connection

(607) 255-4941

Dept contact: David Peck
tcconsult@cornell.edu

General Books

(607) 255-2933

Manager: Mike Goode
general_books@cornell.edu

Clothing

(607) 255-9614

Dept contact: Joyce Jones
jj222@cornell.edu

Emblematic Gifts

(607) 255-3818

Manager: Linda Bancroft
lb28@cornell.edu

School and Art Supplies

(607) 255-2936

Manager: George Scofield
gs22@cornell.edu

1865 Café Market

(607) 255-2912

Manager: Ken Eustice
kde1@cornell.edu

Sage Hall Location

(607) 254-3502

Dept contact: Tim Cook
sagecopies@cornell.edu

Statler Lobby Shop

(607) 255-1315

Dept contact:
Donna-Lyn Decker
dd19@cornell.edu



Here to help you succeed

135 Ho Plaza, Ithaca, NY 14853
(607) 255-4111
(800) 624-4080 (M-F 8:30am-5pm EST)
store@cornell.edu
store.cornell.edu

