Entry Title: Google eBooks Integration for College Stores

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Interest in the technology was very high, so we developed the technology with the intention that it would be used by many stores. We coordinated the launch of our sites with the launch of Google eBookstore into the Canadian market. On November 1st, 18 Canadian Universities and Colleges launched simultaneously at 1:10pm Eastern Time with Google - it was a very exciting moment for us!

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"Comprehensive program budget including expenses and revenues."

The technology was developed by one of our staff members. The budget to develop was under $50,000. The Google eBooks only launched on November 1st 2011, so we don't yet have comprehensive financial results, however we did sell over $500 worth of eBooks in the first couple days. As we roll the solution out to more stores, we expect the revenues to grow rapidly. We expect to recoup the development costs within six months.

The purpose of the project is not to generate profits itself, but rather drive the profits to the bottom line of our partner bookstores.

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inventory costs. The technology is supported centrally, so there is no additional costs for stores to take on these products.

"Thorough list of benefits the store incurred with the rollout of the program including traffic increases, public relations exposure, positive image building, branding, loyalty building, enhancements in the quality of campus life, culture, or health, financial and/or other resource savings, improved service to students, faculty, or staff, and community outreach."

- Tremendous increase in credibility to be associated with Google. Our students love it!
- Quill and Quire article: "Google eBookstore leverages Canadian content and bookseller partnerships"  [http://www.quillandquire.com/google/article.cfm?article_id=12038](http://www.quillandquire.com/google/article.cfm?article_id=12038)
- Google Press Release: "Google expands online bookstore to Canada"  [http://www.google.com/hostednews/afp/article/ALeqM5hKPFmEeNltj_RoO7xOWHsg2uRz5g](http://www.google.com/hostednews/afp/article/ALeqM5hKPFmEeNltj_RoO7xOWHsg2uRz5g)

Copies of articles included in this package.

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We've had challenges with some of the stores who do not have the technical capabilities to integrate, so we've developed different "levels of integration" based on what is feasible for different stores. There were lots of technical challenges as we developed the technology, however we were able to overcome them all.

If you require more information, please don't hesitate to contact us!
Google eBookstore leverages Canadian content and bookseller partnerships

After months of delays, the Google eBookstore launched in Canada Nov. 1, hoping to attract customers through partnerships with independent bookstores and Canadian-owned publishers.

“We’re very sensitive culturally, so for each country we launch in, we make sure we’re tailoring the site to the local population,” says Scott Dougall, director of product management for Google Books. “We’ve merchandised the store especially for Canada and hand-picked the books we put in the promoted sections.”

Google’s e-bookstore debuted in the U.S. last fall, with the U.K. version opening for business last month. The Canadian launch was delayed for months as Google navigated the complexities of Canadian commercial and tax laws, Dougall says.

At launch, the store contains roughly two million free titles and hundreds of thousands of e-books available for sale. Canadian multinational publishers, including Random House of Canada, HarperCollins Canada, and Penguin Canada, are well-represented, as well as Canadian-owned houses Douglas & McIntyre, House of Anansi Press, McGill-Queen’s University Press, University of Toronto Press, and Dundurn Press.

In addition to the Google eBookstore website, Canadian customers can purchase Google eBooks through retail partners McNally Robinson and Campus E-Bookstore, a consortium of university e-bookstores. Dougall says Google hopes to announce more partners in the future, however, “it’s difficult for us to work one-on-one with smaller booksellers ... we like to focus on fewer numbers, larger more impactful ones.”

In the U.S., Google worked closely with the American Book Association to develop bookseller relationships, but, in Canada, Google approached potential partners directly. “The Canadian Booksellers Association is a little less set up to do what we did with the ABA,” says Dougall, “although we have a good relationship with them, and have been talking to them.”

Dougall says Google selected partners “we know can be successful. Online retailing isn’t an easy thing to do; as soon as you open a store online you’re competing with everyone else that’s online, and so we work with people we know can invest the resources to make it successful.”

Google approached McNally Robinson in late 2010, then spent months testing software on a development site. McNally Robinson co-owner Paul McNally says the bookseller has operated an e-commerce website for a decade, but hopes the Google partnership will give the store “access to the new market.” He also believes Google’s agency pricing model — whereby publishers set prices and give a fixed percentage to resellers — will create a “level playing field” with other online retailers.

McNally sees the launch of the Google eBookstore as “a good sign for independents, and a good thing for Canadian consumers, who, for all things being equal, want to support Canadian independent stores.”

The partnership with Campus E-Bookstore, which is owned and operated by the Canadian Campus Retail Associates and
Independent College Bookstore Association, involves 22 affiliate bookstores, including the University of Waterloo bookstore and the University of Calgary bookstore.

Campus E-Bookstore president Chris Tabor, who also runs the bookstore at Queen’s University, anticipates the Google partnership will help leverage sales of e-books by Canadian authors and university presses. “Yesterday we couldn’t bring faculty-authored e-books to almost every campus in North America,” he says, “and now we can.”
Google expands online bookstore to Canada

SAN FRANCISCO — Google expanded its online bookstore to Canada on Tuesday, offering hundreds of thousands of electronic books for sale and millions of others for free.

Google said it was partnering with a number of Canadian publishers for the launch including McClelland & Stewart, Douglas & McIntyre, House of Anansi and Dundurn, and retailers such as Campus eBookstore and McNally Robinson.

Google launched its eBookstore in the United States in December 2010 and expanded to Britain last month.

Digital books sold through Google can be read on the Sony Reader, the Nook from Barnes & Noble and other dedicated e-book readers but not on the popular Kindle from Amazon.

They can also be read on a variety of other devices including personal computers and Apple and Android tablets.

Google said the Canadian catalog includes hundreds of thousands of books for purchase and two million free books in the public domain.

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U of A electronic bookstore combines bestsellers, texts

Partnership between universities, Google eBooks aims to prevent loss of business

BY ANDREA SANDS, EDMONTONJOURNAL.COM  NOVEMBER 9, 2011 7:29 PM

EDMONTON - Students can now buy digital editions of the latest bestseller along with their textbooks through the University of Alberta Bookstores website, thanks to a new partnership between campus bookstores across Canada and Google eBooks.

“Right now, we have access to approximately 250,000 commercially available products through Google eBooks,” said Wayne Anderson, associate director of the University of Alberta Bookstores.

“Now, with the Internet, competition is everywhere. It’s not just three miles away or five miles away (at another bookstore). This just gives customers another option to shop with us, whereas in the past they would be shopping somewhere else for these types of products.”

The University of Alberta and Grant MacEwan University are among about 20 post-secondary institutions across Canada that joined to launch the Campus eBookstore last week. They have an agreement with Google eBooks to distribute the digital material in Canada and eventually the United States.
It is an effort by campus bookstores to prevent their business from eroding as people choose portable, electronic books over heavy paperbacks and hardcovers, Anderson said.

“We need to make sure that we’re staying current,” he said. “We’ve noticed in the last 18 months or so that more and more students are looking for alternatives, maybe cost savings, and this is just another option for them.”

Until now, the university has offered only course materials electronically. About 30 per cent of the ebooks newly added through the University of Alberta Bookstores site are course materials, Anderson said. The rest are general reading.

“The books could be general fiction all the way through study materials, course materials. There are subjects available ranging all the way from art to zoology," Anderson said. “If a student decides they want to buy a traditional book, they go on the Google eBook site, they click Search, find what they would like and they can purchase that book. You can search it by subject, you can search it by keyword, you can search it by author.”

Customers can then read the book online on the Google “cloud” or download it to a virtual bookshelf on a variety of devices such as a smartphone, a laptop or a tablet. The service is not available for the Kindle ebook reader, Anderson said.

The extra titles are good news for students who are turning increasingly to digital media for information, said students’ union president Rory Tighe. However, students also want to save money, he said.

“It seems to me like there would logically be less costs associated with online materials but, browsing through the prices, that didn’t look like it was necessarily reflected,” Tighe said. “I hope there would be more cost savings in the future as this program expands.”

The price to buy an ebook is often the same as the suggested list price for the paper version, said Anderson. However, prices are poised to come down, he said. “It depends on who the rights holder is right now. There is some modification coming where the reseller should be able to adjust their price online.”

The partnership with Google eBooks is also expected to make it easier and more affordable for faculty members and small publishers to publish their works, said Chris Tabor, director of the Queen’s University bookstore and president of Campus eBookstore Inc.

“For us, this is about a lot more than just being able to make the latest (John) Grisham novel available. It allowed us to partner and get access to the Google ecosystem,” Tabor said. “(Previously), we could not take a faculty author or a local author and make their ebook available commercially, and today we can make it available commercially across hundreds of university campuses instantly.”

Historian and associate professor Jeremy Caradonna has a book coming out next year from Cornell University Press that will be released in both a print edition and an ebook. Digital books work well for “laptop-toting, technologically savvy” students, he said.
“One of the advantages I would see as an instructor is that you don’t have to worry about students not bringing their materials to class because in theory you can have dozens of ebooks on your device and you can have all your resources right there. You can do word searches, index searches, so to a certain extent I think it could be really positive,” Caradonna said.

However, Caradonna also worries electronic books could turn students into lazy readers who do quick searches instead of reading full works.

“Part of the concern, and it’s been around for a while in terms of e-publishing, is how it will affect reading,” Caradonna said. “But I think the U of A library and the bookstore have to keep pace with what’s going on in terms of e-publishing.”

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Campus Stores Canada to Affiliate with CampusEbookstore.com to sell Google eBooks

Deal increases students' flexibility and choice in textbook purchasing

CALGARY, Nov. 8, 2011 /CNW/ - Today, Campus Stores Canada announced that it will affiliate with CampusEbookstore.com, allowing its members the ability to sell e-books online. This partnership will give students across Canada access to more than 250,000 commercial and public-domain e-book titles through Google eBooks. Campus Ebookstore is owned and operated in Canada and the United States by The Canadian Campus Retail Associates Inc. (CCRA), and the Independent College Bookstore Association Inc. (ICBA).

"This is an exciting first for Canadian campus bookstores," said Campus Stores Canada executive director Wayne Amundson. "Embracing e-books speaks to the campus store mission of putting students needs first, making sure that we provide Canada's university and college students with the material that they need, when they need it, and in the medium that is most useful to them."

Google eBooks is a new form of digital book. Cloud-based, it lets readers access their collections on virtually all devices, including smart phones and iPads, from a central source, regardless of where they were purchased. Google eBooks represents the best electronic distribution solution to meet the unique demands of the post-secondary market. It is a platform that is open, accessible, and offers very competitive prices. These are core elements of Campus Ebookstore's student-centric policies operating mantra.

"Students' expectations about how they purchase and use books are changing, and we are excited to offer them flexibility in how they study and use academic materials," concluded Amundson. "Our job at campus bookstores is to help facilitate post-secondary students learning experience; this partnership with Campus Ebookstore does just that."

Campus Stores Canada is the national trade association dedicated to providing a unified voice for Canadian post-secondary, institutionally owned and operated Campus stores, and by doing so enabling them to serve their institutions in the most effective manner. Campus Stores Canada has almost 100 member stores nationwide and almost 120 vendor and supplier associates. This means that if you know one of Canada's million post-secondary students, you probably know someone that is served by Campus Stores Canada.

For further information:
Michael Powell
Campus Stores Canada Public Relations
613-233-8906 (office); 613-787-7313 (cell)
mike@impactcanada.com

Shortened URL http://cnw.ca/WHW9
Featured Titles

- *A World Elsewhere* by Wayne Johnston (CAD $22.99)
- *Into the Heart of the Country* by Pauline McLelland (CAD $13.99)
- *The Sisters* by Patrick deWitt (CAD $22.95)
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- Edmonton Journal Article: "U of A electronic bookstore combines bestsellers, texts"  
- CSC Press Release: "Campus Stores Canada to Affililiate with CampusEbookstore.com to sell Google eBooks"  
- Google Press Release: "Google expands online bookstore to Canada"  
  [http://www.google.com/hostednews/afp/article/ALeqM5hKPFmEeNltj_RoQtxOWHsg2uRz5g](http://www.google.com/hostednews/afp/article/ALeqM5hKPFmEeNltj_RoQtxOWHsg2uRz5g)

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### Response Summary

#### 1. What is the name of your store and institution? (e.g. University of Calgary Bookstore)

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show Responses</td>
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</tr>
<tr>
<td>Answered question</td>
<td>24</td>
</tr>
<tr>
<td>Skipped question</td>
<td>0</td>
</tr>
</tbody>
</table>

#### 2. Who is your systems vendor?

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>RateX</td>
<td>25.0%</td>
<td>6</td>
</tr>
<tr>
<td>MBS</td>
<td>12.5%</td>
<td>3</td>
</tr>
<tr>
<td>Bookware</td>
<td>12.5%</td>
<td>3</td>
</tr>
<tr>
<td>WinPrism</td>
<td>41.7%</td>
<td>10</td>
</tr>
<tr>
<td>Sequola</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>8.3%</td>
<td>2</td>
</tr>
</tbody>
</table>

#### 3. Do you use your system vendor's web/eCommerce solution?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>41.7%</td>
<td>10</td>
</tr>
<tr>
<td>No</td>
<td>33.3%</td>
<td>8</td>
</tr>
<tr>
<td>Yes, partially (please explain)</td>
<td>25.0%</td>
<td>6</td>
</tr>
</tbody>
</table>

#### 4. Are you forced by your institution to use a centralized Content Management System (CMS) to run your website?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show Responses</td>
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<tr>
<td>Answered question</td>
<td>24</td>
</tr>
<tr>
<td>Skipped question</td>
<td>0</td>
</tr>
<tr>
<td>Question</td>
<td>Response Percent</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Yes - Must use Institution CMS for entire site</td>
<td>12.5%</td>
</tr>
<tr>
<td>Partial - Must use CMS for part of site</td>
<td>16.7%</td>
</tr>
<tr>
<td>No - We have complete control of our site</td>
<td>70.8%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
</tr>
<tr>
<td><strong>5. Which server-side technology was your website developed with?</strong></td>
<td></td>
</tr>
<tr>
<td>ASP</td>
<td>20.8%</td>
</tr>
<tr>
<td>ASP.NET</td>
<td>25.0%</td>
</tr>
<tr>
<td>PHP</td>
<td>33.3%</td>
</tr>
<tr>
<td>JSP</td>
<td>4.2%</td>
</tr>
<tr>
<td>Ruby on Rails</td>
<td>0.0%</td>
</tr>
<tr>
<td>ColdFusion</td>
<td>16.7%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
</tr>
<tr>
<td><strong>6. Do you have the ability to edit the server-side source code for your website?</strong></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>75.0%</td>
</tr>
<tr>
<td>No</td>
<td>25.0%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
</tr>
<tr>
<td><strong>7. Do you have the ability to add client-side HTML and Javascript to your site?</strong></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>100.0%</td>
</tr>
<tr>
<td>No</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
</tr>
<tr>
<td><strong>8. Please rate the following capabilities in order of importance for further development of the Campus eBookstore platform:</strong></td>
<td></td>
</tr>
<tr>
<td>answered question</td>
<td>24</td>
</tr>
<tr>
<td>skipped question</td>
<td>0</td>
</tr>
</tbody>
</table>
### Question:

**9. Do you have a software developer on staff who manages your website technology?**

**Create Chart**  **Download**

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes - Full Time Staff Member</td>
<td>54.2%</td>
<td>13</td>
</tr>
<tr>
<td>Yes - Part Time Staff Member</td>
<td>16.7%</td>
<td>4</td>
</tr>
<tr>
<td>No - Outsourced to a third party company</td>
<td>4.2%</td>
<td>1</td>
</tr>
<tr>
<td>No - Run by our institution's IT department</td>
<td>8.3%</td>
<td>2</td>
</tr>
<tr>
<td>No - Development done by our system vendor</td>
<td>12.5%</td>
<td>3</td>
</tr>
<tr>
<td>No - No web software development capability</td>
<td>4.2%</td>
<td>1</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>7</td>
</tr>
</tbody>
</table>

**Other (please specify) Show Responses**

**Answered Question**: 24

**Skipped Question**: 0