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SlugBooks company may be the answer for nightmare textbook prices

By Agatha Kereere March 21, 2014 12:39 pm

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Agatha Kereere, USA TODAY College Contributing Writer



Image from [SlugBooks website](#)

When the price of a single textbook reaches the triple digits, college students tend to freak out. One company called SlugBooks is trying to help with their textbook finances.

“The goal was always to help students. I think about the costs, loans, the stress so the fact that we can help them save two, three, even six hundred dollars is amazing,” says David Miller, 27, CEO of SlugBooks. “You read the stories and you completely understand the impact.”

Founded in 2008, [SlugBooks](#) is an online company that allows students to compare prices of their textbooks from leading textbooks sellers

such as AbeBooks, Chegg, and Amazon prior to making a decision regarding either purchasing or renting books. Miller conceived the idea six years ago when he was a student at University of California, Santa Cruz majoring in business and economics, and an employee at Slug Books Co-op.

“Students would come in sometimes and they wouldn’t be able to afford their books so the idea of listing prices and facilitating them in that way made sense to me,” says Miller.

When Miller started the company, he employed a massive amount of college students to act as street teams or groups of people who would go around their respective campuses to

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promote SlugBooks. Soon, however, that met

“There were teams of 20+ people on more than 100 campuses where campus street teams were no longer needed.

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Eventually, three additional focus points are: how to reach clients digitally when other sites are fighting for an advantage and how to keep SlugBooks going in a very seasonal business.”

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Communicating with college students in a fun and informative way was key but how can it be done without blatantly stating that students should buy the product? By providing them with humorous and relatable online content.

Miller enlisted the aid of Dom Panaganiban, SlugBooks’ art director, to create college centric animated videos and comics – like “DORMS,” a mini-series that follows two freshmen through college hijinks – and posting them on the company’s social media sites; Instagram, Youtube, Twitter, Google+, and Facebook.

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Fortunately, the comics and videos connected with the Facebook audience, gaining more than 115 likes on a Jan. 21 post alone featuring a Psychology textbook and Sigmund Freud pun and 13,178 people liking the SlugBooks page overall.

The biannual occasions when the textbook business experiences a surge in both use and profit – fall and spring semesters – are great during those aforementioned times, but leave companies wondering how to stay in the minds of students after they’ve returned their books and gone off to start their holidays.

Work during off-season translated to touching base with workers concerning responses to SlugBooks, ideas that may or may not have been hits, and site maintenance.

Obstacles aside, SlugBooks generally expanded significantly — complete with its own “Man Slug” mascot based off of UCSC’s banana slug mascot — and its chances of continuing to grow may increase as it sticks to its objective, “Help[ing] students by showing them the numbers so that they can make their own decisions.”





Agatha Kereere is a junior at Emerson College majoring in Journalism and minoring in Psychology.

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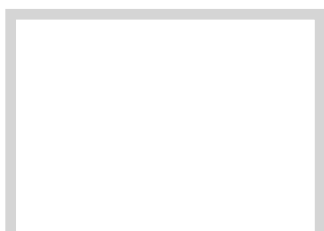
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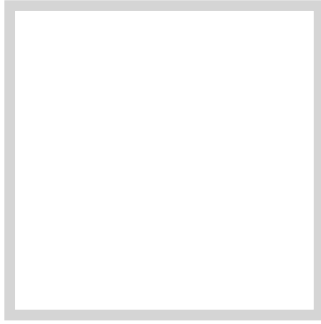
Funds will be used to "enhance victim services and develop programs" among other initiatives.



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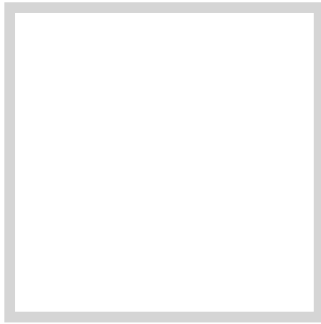
The program focuses solely on first-year students and is part of a comprehensive program to reduce underage drinking.



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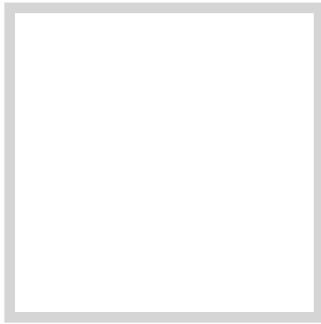
We now have these new power rankings, based on how bad the grammar of each team's respective fan base is.



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