



Independent College Bookstore Association

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ICBA Web Network

ICBA Web Network is a group of stores. ICBA Web Network Stores use a suite of tools to grow their business, make their store more competitive, and reduce the risk of becoming a lease-operated store. Through innovative marketing, operation, and business tools, ICBA Web Network Stores strengthen their position on campus and bring value to customers, faculty, store staff and all store departments. ICBA Web Network provides an integrated level of online resources to better serve faculty, staff, students and colleagues.

ICBA Web Network is only open to institutional stores that are paid ICBA Member/Owners Stores (not available to private or lease-operated stores).

To learn more, contact:

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ICBA Web Network Applications

To view a few of the ICBA Web Network tools, visit:

- www.textbookpoll.org
- www.reviewmytextbooks.org
- www.sellmytextbooks.org
- www.booksthatmatter.ca



Abstraction

Gain immediate access to the Network book abstracts database for marketing use.



Events That Matter

Reach your customers. Events That Matter is a full-featured permission-marketing email engine to easily promote your store.



Books That Matter

Books That Matter help you focus on the subject areas which are most important to your readers. Books That Matter market activity reports help trade buyers accurately develop sections, categories and stock lists based on the interest levels expressed by their own communities.



Booksleuth













Booksleuth compares your store's current and complete term text lists to major online competitor prices and availability. Also compares text list to all entries in Buried Treasures for used book bargains. The built-in report-writer provides total number of titles by publisher, by competitor, and availability.



Bookwash

Compare your list of store's non-returnable stock to the current buyback lists of three major used book wholesalers. Produces, in real-time, an itemized list and total buyback value for each wholesaler.

ICBA Web Network Applications *continued*

 Buried Treasures	This online market place maximizes the salvage value of non-returnable stock by automatically searching all participating stores' inventory for the title you need. Then, at your command, it emails the other store to initiate the purchase of their inventory.
 BuyBack Ticker	Promote buyback titles and prices on your website. The live "ticker" runs through buyback titles and prices, and can feature one or many titles. The "ticker" is the size of a standard banner ad.
 CoverUP	Add book cover images to your website. CoverUP gives you immediate access to the book's cover image through the ICBA/CCRA database of cover images.
 CreditSwap	CreditSwap allows members to buy and sell credits with other ICBA Web Network stores. Spend less and bring value to unusable credits.
 Daily Poll	Add instant surveys, known as "daily polls," to your site and collect data across all ICBA Web Network stores. This adds an element of interaction to your website while collecting useful data to improve bookstore operations.
 Dashboard Forums	ICBA Web Network / CCRA Dashboard Forums are the avenue for immediate communication and collaboration. Ask your questions, get answers, explore ideas, and share your insights.
 Email Log	Front-line staff can view emails that were sent to customers via any of the Web Network services.
 eRep	<i>Currently under construction.</i> A central input point for the collection of publisher information regarding representatives, textbook marketing, companion websites and examination copies. Output is delivered through the faculty and student areas of individual store websites.
 Faculty & Staff	<i>Currently under construction.</i> Part of eRep, this tool allows you to offer your faculty and staff access to publisher information, publisher representative contact information and new titles in their field.
 ICBB	Store-for-store buyback: This comprehensive application results in higher buyback prices for students and earns margins on inter-store transfers for Network stores. This program integrates real-time used book demands, and facilitates shipping lists and invoicing between member stores.
 SellMyTextbooks.org	Part of ICBB, this suite of student-friendly programs increases the used textbook market on individual campuses. Each component is available to Network stores in a customized version, running seamlessly on individual store websites. Permission marketing features, classifieds, and online price-checks are fully integrated with the databases of three major wholesalers.
 Who Has It	Part of ICBB, Who Has It allows front-line staff to locate alternative sources for "emergency" titles. View current price and quantity on hand at Network stores and the current price and availability at major online bookstores.
