

International Edition Textbooks

Presentation by
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Contents

- Explanation of International Editions
- Copyright law before 1998
- 1998 Supreme Court Decision in *Quality King Distributors Inc., v. L'anza Research International Inc.*
- Changes in the market
- Different point of views



INTERNATIONAL EDITION

Basic Business Statistics

CONCEPTS AND APPLICATIONS

TENTH EDITION

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Software
CD INCLUDED



What are International Editions?

- They have the same information as regular textbooks
- They are textbooks that have been published at a lower production cost for sale in foreign countries. They're often softcovers, in black and white and may not include supplementary material, such as cds.
- Most have a label saying "International Student Edition" and "Not for sale in the US or Canada"



Parallel or Gray Imports

- International editions sold overseas are called parallel or gray imports
- Parallel imports refers to goods containing copyrightable material or bearing trademarks imported from outside of the United States. These goods are usually imported because the particular version or style is either unavailable here or the cost of the imported goods is lower. They are usually imported without the authorization from the proprietor of the copyrights or trademarks.
- Gray imports refers to goods traded on the gray market, trading legal goods through unofficial distribution channels, unintended and unauthorized by manufacturers.



Copyright prior to 1998

The Copyright Law provides the right to exclude others from using any one of a bundle of exclusive rights. The Primary rights provided by Section 106 of the Copyright Act are the right to exclude others from (1) reproducing the copyrighted work, (2) preparing derivative works, (3) distributing copies of a work, (4) performing a work publicly and (5) publicly displaying a copyrighted work.



Distribution

Once a physical copy of a work has been lawfully distributed under the copyright law, the right for further distribution or the right to exclude further distribution is limited by the First Sale Doctrine. Once the copyright owner has parted with the copy of a work, the purchaser can then lawfully distribute that physical copy without further authorization from the copyright holder. The first sale doctrine was at one time judge-made law. It was approved by the U.S. Supreme Court back in 1908, in a decision holding that the resale of a book could not be stopped by the copyright proprietor. It was later codified in the Copyright Act of 1976.

- Did not apply to imports so it protected manufacturers who gave discounts abroad



Quality King Distributors Inc., v. L'anza Research International Inc.

In regards to the distribution of hair care products with a copyrighted label, the Supreme Court unanimously decided that the Doctrine applies to copyrighted works made in the US, exported and then imported. But they didn't include goods manufactured outside the US so until that is decided, copyright holders can sue foreign distributors who sell products to people in the US that are made overseas.



Changes in the Market

The introduction of the internet has allowed greater access to international editions through the expansion of the used book market. While there have not been studies done, the low prices of international editions should lower prices in the used textbook market just as the sale of used editions influence regular textbook prices because it acts as another secondary market.

The internet provides more options for obtaining books but you still need to search through sites as not all have international editions available. Some sites help buyers find international editions whereas others direct them towards regular editions.



Internet Sites

-abebooks.com

[International Business: The Challenges of Globalization](#)

List Price: \$127.20

Lowest Domestic Edition Price: \$75.44 (You Save:40%)

Lowest International Edition Price: \$26.93 (You Save: 79%

(lowest international edition in US: \$49.63, new)

-have to specify in the search for international edition, booksellers both international and in US

Amazon.com

List Price: \$128.00 Price: **\$102.40** & this item ships for

FREE with Super Saver Shipping. [Details](#) You Save: \$25.60 (20%)

[New \(33 from \\$74.00\)](#) [Used \(72 from \\$58.69\)](#)

Amazon.co.uk (no list price)

[New \(9 from £39.19\)](#)(76.47)[Used \(6 from £22.99\)](#) (44.86)

(£1=\$1.9513, 5/7/08)

Half.com

Best Price: [\\$55.00](#) (listed as like new)

List Price: \$127.20 (Save 56%)

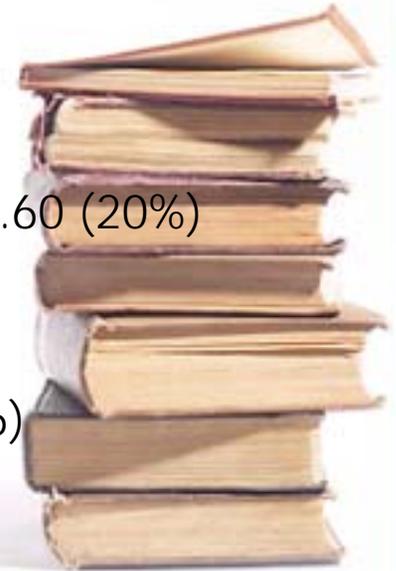
Wild • Wild • Han

fourth edition



international
business

the challenges of globalization



Buyers

- cheaper books
- missing supplementary materials
- shipping costs (can often be waived when buying from US distributors but often not with foreign)
- increased time
- arbitrage: some students purchase multiple copies of books needed for their classes to resell to classmates at prices lower than in campus bookstores
- problems of availability and returns



Distributers

US

- greater competition through the internet and arbitrage
- high prices from publishers leads to tensions with college booksellers

"The National Association of College Stores has written to all the leading publishers asking them to end a practice they see as an unfair to American students."

- some choose to import from abroad to resell to students

- foreign distributers are also listing their international editions online



Publishers

- defend the lower prices by saying that they need to sell according to local market conditions to sell at all
- say that selling cheaper versions overseas helps to cover the costs of publishing a new textbook
- add labels as a scare tactic

"International Edition RESTRICTED Not for Sale in North America"

"International Student Edition"

- discourage importing through contracts with foreign wholesalers, forbidding them to sell to American distributors

