

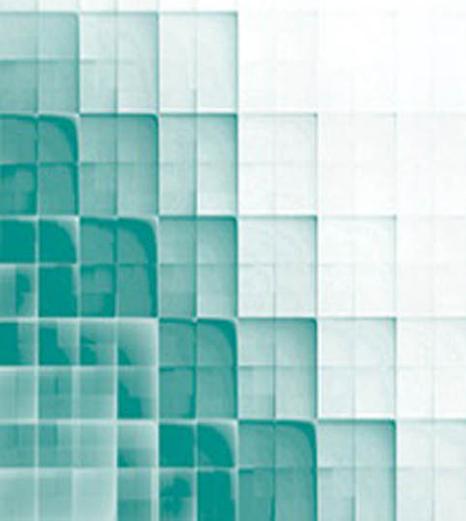
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MATTHEW J. DRAKE

with Brandy S. Cannon and Louis A. Le Blanc,
Berry College

PEARSON CASES IN SUPPLY CHAIN MANAGEMENT AND ANALYTICS



The case is reprinted from
The Applied Business Analytics Casebook
by Matthew J. Drake

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Brandy S. Cannon and Louis A. Le Blanc, Berry College¹

Introduction

Many Americans have an ever-growing number of unwanted books and limited options to get rid of them. They can throw the books away if they can bring themselves to do so. Their titles can be taken to a used book store, receiving little cash in return, or given away to a friend or charity. PaperbackSwap.com has created another option by letting members trade their unwanted books with other members across the country for only the cost of postage. With a large inventory of books, hard-to-find titles are easier to locate than with a traditional bookstore.

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¹ Brandy S. Cannon and Louis A. Le Blanc of the Campbell School of Business at Berry College prepared this case as the basis for class discussion rather than to illustrate either effective or ineffective handling of an administrative situation.