

## *Special Report*

### **More CoB Textbook Shenanigans?** **An Investigative Series on the Use of the CoB for Personal Gain**

A previous report at [usmpride.com](http://usmpride.com) examined the textbook/ancillary endeavors of Barry and Laurie Babin, both professors of marketing. Given the response to that report, this report looks further into the CoB's textbook associations. Here we examine Charles Sawyer's textbook operation.

Charles Sawyer is one of two authors of *International Economics* 2e, published by Prentice Hall. That book is currently priced at \$135.20 (new) at USM's Barnes & Noble Bookstore. This Fall (2006), there are four sections of ECO 336 (International Economics) offered at the Hattiesburg campus. The instructors of these four sections, along with their textbook selections, are listed in the table below:

<u>ECO 336 Instructor</u>	<u>Textbook Selection</u>
Dakhlia	<i>International Economics</i> , Sawyer & Sprinkle
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Klinedinst	<i>International Economics</i> , Kreinin <i>Helping People Help Themselves</i> , Ellerman
Lambert	<i>International Economics</i> , Sawyer & Sprinkle

According to the table above, three of the four sections of ECO 336 Fall '06 are requiring the use of Sawyer and Sprinkle's *International Economics* text. These three sections are being taught by untenured assistant professors; the remaining section is covered by a tenured professor (i.e., Klinedinst). Given that ECO 336 is part of the CoB core, these adoptions are likely to be important to Prentice Hall and to Sawyer.

What our investigators found next is the most interesting aspect of this story. Our investigators found that Sawyer is teaching two sections of ECO 201 (Principles of Macroeconomics), and that he chose to require a customized macroeconomics text published by Prentice Hall. The main portion of that text is made up of pages taken from *Macroeconomics* by Ayers and Collinge. However, a significant portion of that text is made up of pages taken from *International Economics* by Sawyer and Sprinkle. This custom book by Prentice Hall is priced just under \$90. We believe that Sawyer's economics principles classes are auditorium-sized, meaning that a large number (more than 200?) of these custom "macroeconomics" texts will be sold by local bookstores. As such, this customization decision should contribute a nice return to the royalties that come from the selection of others for ECO 336 (see above).