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## He's not playing this one by the book

By SCOTT SUTTELL

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Like a lot of textbook buyers, Derek Haake has had it with sky-high prices. But unlike most of them, he's doing something about it.

Mr. Haake in late spring started BookDefy of Akron, a social network for college students that aims to replace the new and used textbook market with a "sharing economy."

Using software developed by Mr. Haake, 32, an MBA graduate from the University of Akron, students can list their used textbooks for sale. Other students can send private messages to the seller and either arrange a textbook swap at local businesses and campus hangouts, or make arrangements to mail the book.

For safety purposes, only students and recent college graduates can join BookDefy, and all users must provide their college or university email address, which can be used to identify the student.

Mr. Haake said this arrangement works for sellers because they potentially can get more for the textbook than they typically receive by selling the book to college stores. It works for buyers, too, because they stand to pay less for the book than they would need to fork over at those stores.

The site includes a search engine that helps users determine the going prices for new, used, rental and electronic textbooks. That way, he said, students are constantly educated on the fair market value they should expect to pay or receive for a book. (Mr. Haake earned a bachelor's degree and law degree before getting his MBA, so he knows all about textbook prices that can reach \$200.)

BookDefy is free for college students to use. Mr. Haake said about 100 users per month signed up in June, July and August. The company aims to make its money from advertising on the site and from commissions paid by advertisers.

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