

# AGGIELIFE

THE BATTALION

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## The new books in town

### Atomic Dog Publishing offers Internet-compatible textbooks

By Kelcey Rieger  
THE BATTALION

Alex Von Rosenberg, Texas A&M Class of 1988, started with an idea that has evolved into Atomic Dog, a publishing company which offers online versions of college textbooks.

"Atomic Dog Publishing stemmed from an idea to make more valuable, flexible, student-focused textbooks available to students at a low price," said Von Rosenberg, founder and chief marketing officer of Atomic Dog Publishing. "We acquire the original text from the publishers and combine them with the rich capabilities of digital media to create a new and better kind of publishing."

James Galanos, a freshman general studies major, said he spent about \$400 on textbooks this semester.

"I don't really remember what I paid for my textbooks first semester because I reserved them during my new student conference," Galanos said. "But I know I spent more this semester, mainly because of a pricey geology book I had to purchase."

Galanos said he would like to see textbooks priced cheaper because he said they are overpriced, especially since they are aimed at college students who are low on cash anyway.

"The case with my geology book was ridiculous," Galanos said. "It came in shrink wrap and prior to the first day of class I had unwrapped it. Unbeknownst to me there was a professor change for my class which caused the book to change. Luckily I was able to talk to the manager and I was allowed to return the book."

Jason Racca, a sophomore kinesiology major, said the Internet is a convenient way to access class material.

"The Internet offers an easier alternative to buying books," Racca said. "(There are) no lines to wait in, no bookstore hassles, and it is cheaper."

Racca said he enjoys the Internet's convenience, but favors textbooks' mobility.

"I think it would be great to have both elements combined," Racca said. "Regular textbooks and Internet both have their advantages."

The advantage of having the Internet and print versions at a student's fingertips is the reason Von Rosenberg chose to pursue this next step in textbook publishing, he said.

"Students and professors have two options when buying published material from Atomic Dog," he said. "They can either purchase just the print version of the text or purchase the printed text as well as access to the online text."

Atomic Dog's printed and online package offers a traditional textbook and the Internet's unlimited resources: interactive figures, online quizzes and study guides, personalized highlighting and personalized notes and links.

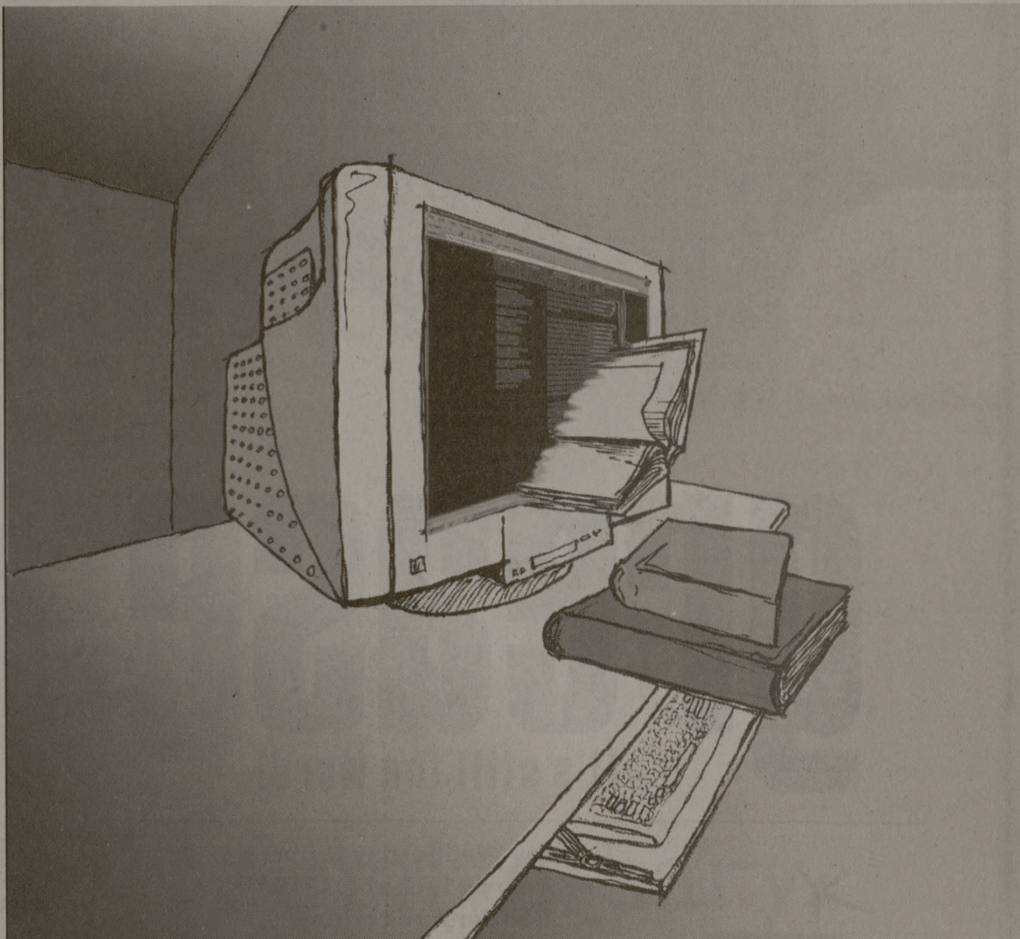
This merging of print and electronic media is now being used in A&M classrooms. Departments such as agricultural development, management and industrial distribution are now using Atomic Dog textbooks as part of their regular curriculum.

Greg Frehricks, a senior industrial distribution major, said he used the Atomic Dog textbook "Research Methods Knowledge Base" in one of his industrial distribution classes.

"The best thing about that book was it was relatively inexpensive for what it offered," Frehricks said. "Because it was the whole package, textbook and Internet, I could go about studying in several different ways. It really contributed to my understanding of the material."

Jessica Daily, a junior English major, said the Internet is convenient when it comes to getting class notes off the Web, but she is partial to the traditional textbook.

"I like to have the actual book," Daily said. "I don't feel having everything online is as secure as having the book right in front of me. I like to



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highlight and re-read. Text online does not give me this opportunity."

Although views vary among students, Von Rosenberg said Atomic Dog Publishing is lifting the bar for other textbook publishing companies to offer quality material at an affordable price.

"We are a company of former Aggies," Von Rosenberg said. "And this is shown through what our company represents to our customers: loyalty, energy, and fight. Our customers are the students and professors and we know the customer sets the rule in our market."

#### PEOPLE IN THE NEWS

#### Fake Web site reports Olsen twins to attend Ohio colleges

CINCINNATI (AP) — Ohio colleges were inundated with calls after a fake Web site reported that twin teenage actresses Mary Kate and Ashley Olsen had applied for admission.

"We'd be happy to give them a tour if they want to stop by, and we might even buy them lunch," University of Cincinnati spokesman Greg Hand said Wednesday. "There's no truth to it. They didn't

apply. And Britney Spears isn't coming either," said University of Dayton spokeswoman Teri Rizvi.

"We're expecting 13,000 applications this year ... for 3,450 slots, but we'd be happy to have 13,002 applications," said University of Miami spokeswoman Holly Wissing.

Current and prospective students called admissions officers in droves after seeing the fake links Tuesday and Wednesday. The sites since have been removed from the Web.

The hoax is "all over the country," said Michael Pagnotta, a spokesman for the Olsens, who debuted as infants on the ABC sitcom "Full House" in 1987.

#### Actress Frost suffering from severe postnatal depression

LONDON (AP) — Sadie Frost, the actress wife of screen star Jude Law, is in a London clinic suffering from severe postnatal depression.

Frost, 34, was admitted to the \$1,600-

a-night Cromwell Hospital over the weekend, immediately after returning to Britain from Los Angeles, where newspaper reports said she'd marked her wrists in a "suicide scare."

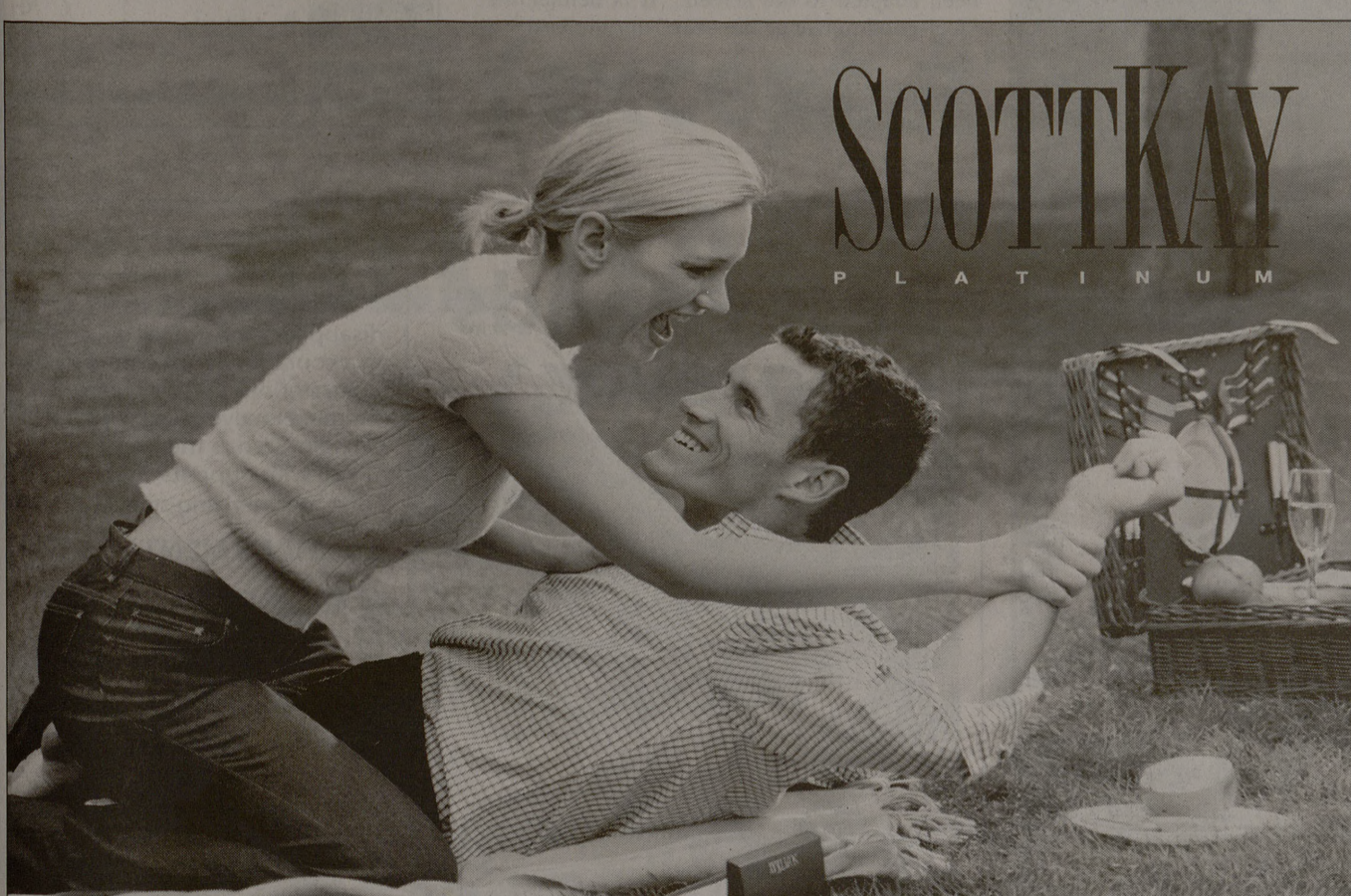
In a statement released Thursday through publicist Simon Halls, Law said his wife was "feeling very blue" after the premature birth of their third child, Rudy, in September.

"This depression can be a serious thing and it has left Sadie feeling very sad and run down and she is just trying

to get a handle on it," Law said in the statement.

"She has had so much on her plate recently and realizes she needs help and to catch her breath. Not only does she have to look after four children — including a baby — she runs a successful business and has been overseeing the refurbishment of our new house."

Law, 30, has returned to the couple's north London home to care for their three children.



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