

College Textbooks

Variable Name	Parameter Estimate	T Statistic
Intercept	41.0193	2.69
Features:		
Major Publisher	7.4731	1.99
Hard Cover	39.2383	9.09
800 – 1500 Pages	8.8327	2.03
Over 1500 Pages	11.6362	1.71
Includes Disc or CD	10.2676	2.31
Subjects:		
Accounting	40.0549	4.83
Biology	26.0549	3.72
Business/Computer	30.3612	3.81
Calculus	51.0801	2.47
Chemistry	33.2535	4.21
English	-10.4727	-1.44
Foreign Language	30.4427	2.05
Mathematics	13.8888	2.48
Physics/Physical Science	41.0361	3.26
Control Variables:		
Physical Store	10.0162	0.82

$R^2 = 0.5824$; Adjusted $R^2 = 0.5582$; Number of Observations = 274

Excluded Variables = Electronic Store, Subject: All Others, Not a Major Publisher, Soft Cover, Less than 800 Pages, No Inclusions