

# The Accidental E-Book



## Matt McCarthy

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An accidental journey through the good, bad, and the exceptionally ugly truth about the outrageously costly college textbook industry and their relentless war on inexpensive, sustainable eBooks, and why it's not going away any time soon. (We're going to need more trees!)

McCarthy is a best selling author and eBook evangelist who teaches up to 4,000 students per year the Computer Information Systems class that is required by all incoming freshman at the W. P. Carey School of Business. McCarthy's sustainable, carbon-zero classes are recognized as a national model, in part because of his best-selling eBook, *Applied Business Computing Concepts*, one of the only true eBooks in use at a major university.

**Wednesday, March 4, 2015**  
**12:15-1:30 p.m.**

Wrigley Hall, Room 481  
Arizona State University, Tempe campus  
(Lunch will be provided.)

Parking and directions:  
**[sustainability.asu.edu/directions](http://sustainability.asu.edu/directions)**

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The Sustainability Series is presented by ASU's Julie Ann Wrigley Global Institute of Sustainability.