
Subject: Re: Market Research 101

Posted by [Mike Potter](#) on Thu, 10 Feb 2011 07:53:37 GMT

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For a book of a technical nature it isn't unusual to spend \$100 or more - I've got a number of astronomy books that cost that much. So I would not expect to pay less than \$85 for a good book on IDL graphics programming. And I'm another who would prefer a color version and be willing to pay for it. Not a fan of pdf versions - nice to have but when I'm learning something I prefer a book. Old skool!

Mike
