

COURSE MATERIALS in the 21st Century

Guidance

Integrated
Programs

Diverse
Learning
Styles

Creativity

Teaching
Resources

Educational
Quality

Value

Student learning is our foremost goal. Educational products are designed to engage, excite, and, above all, help students master their subject. When making purchasing decisions to help improve student success, both students and parents need to consider the value of today's course materials.

Course materials now contain an entire learning and teaching program

Yesterday's textbooks were primarily black-and-white, with minimal illustrations and almost no educational framework or tools to assist in study and research.

Today's books are designed to enhance the learning process, with vivid full-color art and tested features proven to help students succeed. These materials now extend to integrated, optional tools that form a complete learning and teaching package.

Student programs make optional supplements available to students, ranging from study guides to personalized tutorials, research and writing assistance, practice quizzes, and interactive media.

And, instructors have the option of receiving extensive lecture and course management assistance.

Textbooks are expensive to create

Producing a textbook and the accompanying program is complex and expensive. While publishers continue to seek to minimize student price, these costs still include editing, accuracy checking, art development, photo permissions, layout, indexing, printing, manufacturing, storage, packaging, and technology and supplement development. And, of course, the people who work on a book are paid—from the authors earning royalties for their intellectual property to the publishing professionals who create numerous titles.

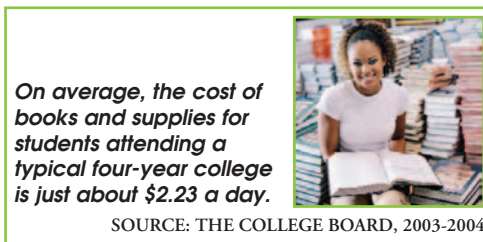


Over 55% of instructors use...supplementary materials for their courses.

SOURCE: ZOGBY INTERNATIONAL, DECEMBER 2004

You have price options

Many textbooks are available alone or packaged with time-saving technology. And, many are available in a range of formats to best meet student budgets and learning styles. Choices may include purchasing the text in hardback, paperback, or loose-leaf, in full color or in black and white, or in eBook or audio book format.



On average, the cost of books and supplies for students attending a typical four-year college is just about \$2.23 a day.

SOURCE: THE COLLEGE BOARD, 2003-2004

Textbooks are valuable

Collective textbook costs are comparable to those of many popular consumer goods, such as interactive entertainment, cell phones, or an iPod™. Unlike these, however, textbooks provide both information and education.

And, a great textbook can last a student a lifetime.



A vast majority (80%) of instructors agree that it is important the material in the textbooks be as current as possible.

SOURCE: ZOGBY INTERNATIONAL, DECEMBER 2004

TEXTBOOKS
an investment in your future.