

# COURSE MATERIALS in the 21st Century

Guidance

Integrated  
Programs

Diverse  
Learning  
Styles

Creativity

Teaching  
Resources

Educational  
Quality

Value

As an educational publisher, student learning is our foremost goal. Our 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

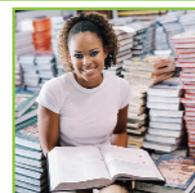
**Yesterday's textbooks** were primarily black-and-white, with minimal illustrations and almost no educational framework or tools to assist in study and research.

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

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

**We help instructors succeed, too.** Instructors have the option of receiving extensive lecture and course management assistance.

*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

## Publishers do not make money from used books

Publishing is much like the automobile industry; neither we nor our authors make a dime unless a new product is sold. After a book enters the used market, it is sold and re-sold many times. Unlike the car business, though, we continue to provide support, materials, and training to faculty and students, even if new books haven't been purchased.

## Textbooks are expensive to create

**Producing a textbook and the accompanying program is complex and expensive.** While we continue to seek to minimize student price, our costs 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.

**Unlike "trade books"** (fiction and non-fiction titles you buy at a bookstore, or online), textbooks require a higher production value, meaning that the book has to be manufactured to support extensive illustrations and classroom usage. And, since textbooks sell fewer copies than, for example, the latest bestselling novel, we have to print fewer at a time, which is more expensive page for page.



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

SOURCE: ZOGBY INTERNATIONAL, DECEMBER 2004

## We provide price options

All our textbooks are available alone or packaged with time-saving technology. And, many of our textbooks are available in a range of formats to best meet student budgets and learning styles. Choices can 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.

## 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.