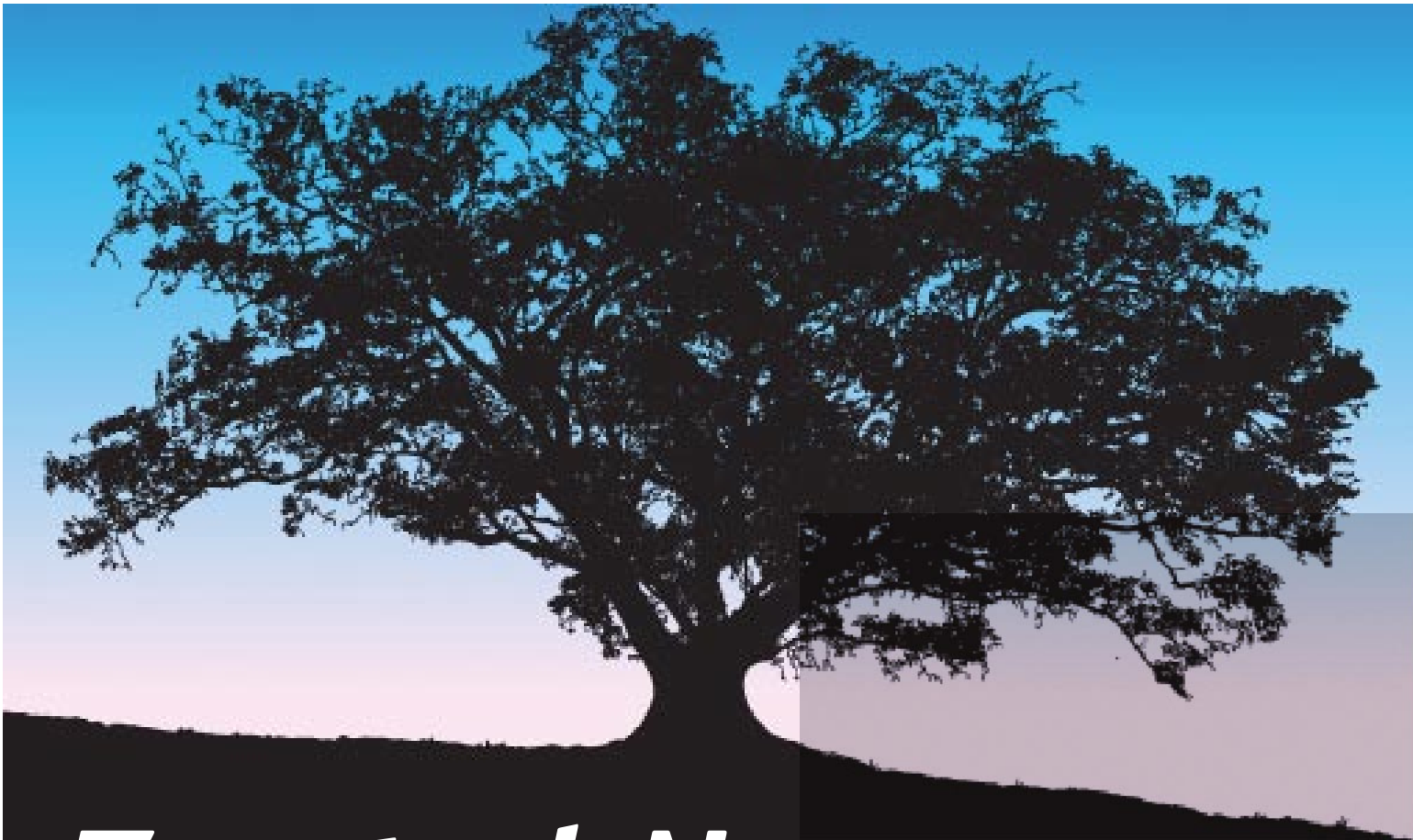


**Pull**





# *Trusted Names that Matter*

Pearson plc is an international media company. Its major business operations are: The Financial Times Group, which has an international network of business and financial newspapers and online services that are read by millions of business executives and investors everyday; Pearson Education, the world's leading education business, which helps people learn at every stage of their life in every part of the world; and Penguin Group, which is one of the preeminent names in consumer publishing, with an unrivalled range of fiction and non-fiction, bestsellers, and classic titles.

# Brands

## Zoon Press

The life sciences revolution is transforming our world as profoundly as the industrial and information revolutions did in the last two centuries. **Zoon Press** will capture the excitement and promise of the new life sciences, bringing breakthrough knowledge to every professional and interested citizen. We will publish tomorrow's indispensable work in genetics, evolution, neuroscience, medicine, biotech, environmental science, and whatever new fields emerge next. We hope to help you make sense of the future, so you can live it, profit from it, and lead it.

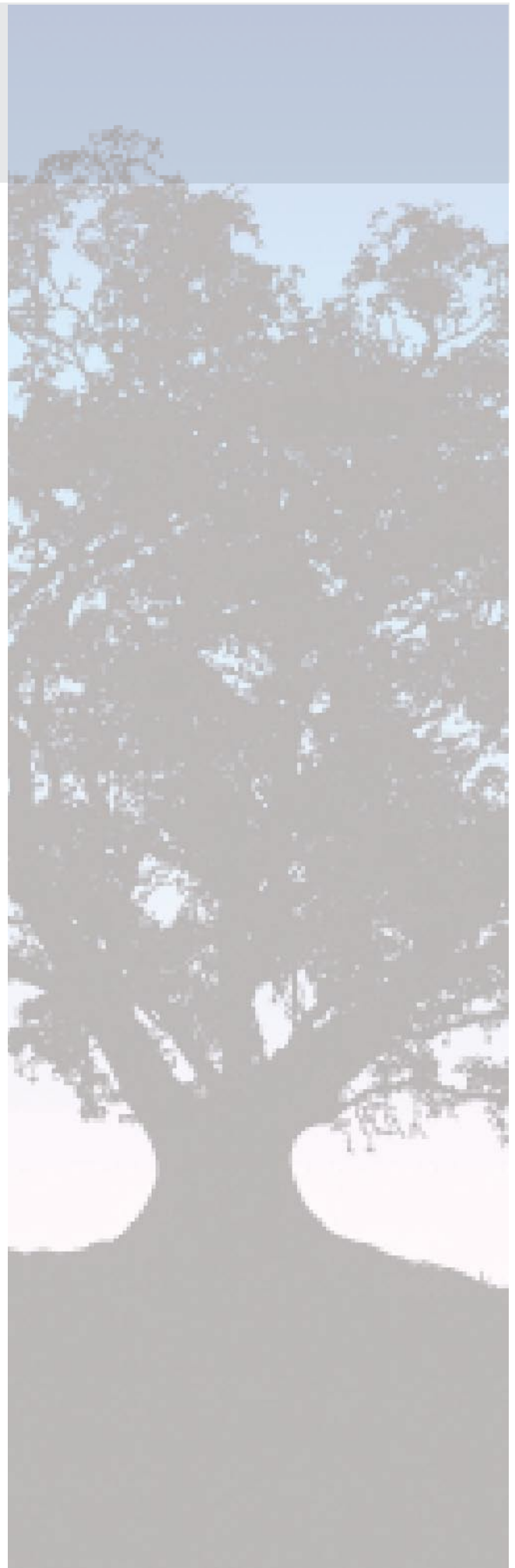
*Zoon (zō'ōn') refers to a living being developed from a single fertilized egg. We chose the name to signify the immense potential of today's fundamental life sciences discoveries: potential that we will illuminate from its moment of conception through its full maturity.*



**Financial Times Press** publishes high quality books in the areas of General Business, Finance and Investing, Sales and Marketing, Leadership, Management and Strategy, Human Resources, and Global Business. The brand is built on the concept of signing and publishing the world's best minds on the most relevant topics.

## Wharton School Publishing

**Wharton School Publishing** offers a trusted source for stimulating ideas from thought leaders who provide new mental models to address changes in strategy, management, and finance. We seek out authors from diverse disciplines with a profound understanding of change and its implications. We offer books and tools that help executives respond to the challenges of a rapidly-changing global business environment.







# *Making a Great Book*

Pearson has an impressive record of success. How do we accomplish this? We work with expert authors and ensure their books go through the most comprehensive and productive development process in the business. The resources that Pearson provides will give you the tools necessary to develop your book to its fullest potential and will ensure you find your best voice.

# Production & Development

*“The craft of creating a book is changing, as the technologies and audiences change – but the satisfaction of creating a well thought out book, with something to say, will never diminish.”*

—**Art Kleiner**, author of *Who Really Matters?*

## Editorial

A member of our editorial staff is specifically assigned to each title and will serve as a contact for the author through the entire publication process. This editor will work with the author from the first steps of creating an outline for the manuscript, to developing content, all the way through to the process of writing cover copy for the book.

## Production

Our production team incorporates all the individuals that work on the interior of the book. This group includes: managing editors, project editors, compositors and copyeditors, among others. They are responsible for the editing, layout, and indexing of each title.

## Design

Despite the old adage, books are undoubtedly judged by their covers. The cover is the most essential element in determining whether or not a customer will buy your work. Our design staff recognizes how important packaging is and will develop compelling artwork, with innovative combinations of color, graphics, and text that will complement the book's subject matter and content.

## Recommended Reading

Authors often request resources to help them improve their writing. The titles featured in this list are the “best of the best” books available on writing.

*Elements of Style*, Strunk & White  
*On Writing*, Stephen King  
*The Pyramid Principle*, Barbara Minto  
*Writing Worth Reading*, Nancy Huddleston  
Packer & John Timpane

The titles listed below are among the “best of the best” books on life science.

*The Selfish Gene*, Richard Dawkins  
*The Third Chimpanzee*, Jared Diamond  
*The Language Instinct*, Steven Pinker  
*Genome*, Matt Ridley  
*The Man Who Mistook His Wife for a Hat and Other Clinical Tales*, Oliver Sacks  
*Monkeyluv*, Robert Sapolsky





# *Unparalleled Reach*

Pearson is among the top five vendors in all trade accounts and our global reach is second to none. We have the workforce available to make the most of a book's potential and we give our authors unmatched exposure and distribution in the global market.

# Distribution

## U.S.

The sheer size of Pearson allows us impressive access to retailers. The national account sales force has strong relationships established with all the major brick-and-mortar retailers, including Barnes & Noble, Borders, Books-a-Million, and WaldenBooks. This team also sells our books to the major online retailers, including Amazon.com, BarnesandNoble.com, and 800-CEO-READ. Beyond these outlets, our field sales team works to get our books into local bookstores, independent booksellers, and specialty stores. They also work closely with airport bookstores, such as Hudson, HMS Host, and Paradies. In total, Pearson's books appear in more than 6,000 storefronts.

## International

Pearson has a 12% market share in the US and a 23% market share in the UK and Europe, making Pearson #1 in the market. And unlike many of our competitors, we have our own global sales force, so we can guarantee the attention to your book that others cannot. Our international rights group licenses approximately 3,100 translations, adaptations, and reprints each year in 40+ languages. Our publishing partners include 20 Pearson International offices and 180 third party publishers. We have a unique ability to make a transnational footprint with key global accounts, such as Borders, W.K. Smith, Chapters, MPH, Kino Kuniya, Bokus Bokhandel, and international Amazon. This kind of close international coordination does much for the total impact of our books, while extending brand awareness worldwide.

## College Market

Pearson has a formidable college sales force, which is #1 worldwide. We will leverage their strength to establish your book for use in courses in biology and medical programs. Our relationships in the college channel will help you extend your reach through inclusion in university newsletters.

## Corporate Sales

Pearson is uniquely positioned to open doors for additional exposure and sales. We have strategic alliances with numerous high-profile partners and we provide content for their e-learning programs and speakers for their professional development conferences and Webinars. Our dedicated corporate sales force will reach out to established partners and work to build new relationships with corporate contacts you bring to the table.

## Online and Digital Platforms

Pearson is the only life science publisher that is part of Safari Books Online. Safari's flagship service, Safari Library, is the premier electronic reference library. Safari Books Online launched in 2001 and has since grown sales to more than \$25 million by 2005. In the last year, Safari grew by more than 30%. Pearson's network of web sites, Informit, has page views that exceed one million each month. Additionally, Pearson has multiple outlets for the development and distribution of video, audio, and short works.

## Custom Publishing

Our custom publishing program is a \$100 million business, \$35 million of which comes from corporations.





# *Leading the Charge*

Our marketing and publicity efforts start on day one. This is a joint effort between Pearson and you. The marketing and publicity plans are designed to drive sales and build awareness of a book and are developed to be innovative, far-reaching, and executable. Each plan is tailored specifically to a book's subject matter, audience, and area of author expertise.



# Marketing & Publicity

## **Traditional**

Retailer promotions can have a big influence on sales. We work directly with the retailers to get our titles featured in New Release sections, displays, and specialty tables. For online retailers, these promotions include placements on retailer home and store category pages, inclusion in targeted email campaigns, and placements in specialty stores.

## **Online/Viral**

The Internet offers unprecedented means to reach out to targeted audiences. We exploit this opportunity using both internal and external tools. Each of our imprints has their own website, newsletters, and blogs. We also reach out to current and potential readers through content syndication, blog mentions, and Webinars. Some of our online partners include getAbstract, Soundview Executive Book Summaries, and 800-CEO-Read.

## **Advance Reader Copies**

The purpose of Advance Reader Copies (ARCs or galleys) is two-fold. Because print publications and other media outlets often work with long lead times, it is necessary that we provide them with an ARC in advance of publication. This allows the media to review a book's content and report on it in a timely manner. ARCs are also used by both authors and publicists in order to solicit endorsements for a book.

## **Amazon Connect**

This unique program, offered by Amazon.com, allows authors to communicate directly and efficiently with their readers through a blog. We will work with you to explore this opportunity to dialogue with established readers, reach out to prospective buyers, and gain additional free exposure on Amazon.com, all from your book's product page.

## **Social Media Release**

The Social Media Press Release was developed by SHIFT Communications, a mid-sized independent PR agency. They believe that journalists and bloggers are now fully adapted to using the World Wide Web for research purposes. The Social Media Press Release merely facilitates journalists' and bloggers' research by using the latest tools (social bookmarking, RSS, etc.) to provide background data, context, and ongoing updates to your book. In order to launch our books into the viral marketplace, we create a Social Media Press Release for each title and post it in our online press room. We also provide a URL to the Social Media Press Release in our traditional media releases, which we distribute via media mailings and over press wires.

## **Content Syndication**

In order to gain additional awareness for you and your book, we ask that you write articles on topics that relate to your book, but aren't covered in great detail. These articles will be distributed to various print and online publications.

## **Speaking Engagements**

Getting in front of an audience is perhaps the best form of exposure. We encourage all of our authors to become part of a speakers' bureau and take advantage of the opportunity to promote yourself, and your book, to interested audiences.

## **Social Networking**

Your book's publicist can help you find new ways to reach readers through various online opportunities. We encourage you to join websites such as LinkedIn, AllExperts.com, and others as a way to spread your book's message. We will help you by providing a list of opportunities and helping you navigate through each one.

## **Direct E-mail Campaigns**

We encourage you to use your connections to promote your book. Ask colleagues with established newsletter audiences to mention your book. Include a link to a website where the readers of the newsletter can purchase your book.



# Our Accomplishments

In the world of book publishing, the authors matter. Customers want credibility and want to read works written by leaders in their fields. We recognize that desire and sign expert authors who can deliver the information that customers want. Our track record demonstrates our success in this area.



# Achievements



## Truth Series

- More than 200,000 units of *The Truth About Managing People* sold
- Series relaunch Sept. 2007

## Jeffrey Gitomer's Little Book Series

- Featured on the *Wall Street Journal*, *USA Today*, and *BusinessWeek* bestseller lists
- #1 sellers at Amazon.com and BN.com
- More than half-million units sold

## The Fortune at the Bottom of the Pyramid

- Author CK Prahalad featured in *Time*
- Selected as best business book of the year by Amazon, *The Economist*, *Fast Company*, and *Financial Times*

## Success Built to Last

- From Jerry Porras, co-author of *Built to Last*
- *Wall Street Journal* and *BusinessWeek* bestseller
- Selected as one of the best business books of 2006 by Amazon

## The Rules Series

- More than 500,000 copies sold worldwide

## Leading at a Higher Level

- From Ken Blanchard, co-author of *The One-Minute Manager*® and *New York Times* bestselling author of 18 million books
- Blanchard featured in *BusinessWeek.com* video interview

## Your Credit Score

- More than 80,000 copies sold

## We Are Smarter than Me

- Featured in *Wall Street Journal* and NPR