

Say hello to Red Globe Press!



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Dear Valued Customer,

We are very pleased to introduce you to Red Globe Press, the new name for the Palgrave textbook imprint at Macmillan International Higher Education.

Under the Red Globe Press imprint, our dedicated team of editors in London will continue to publish quality textbooks, primarily in the Social Sciences, Humanities, Business and Study Skills. Red Globe Press will stand alongside the other higher education imprints that we market, sell and distribute under the Macmillan International Higher Education umbrella. Red Globe Press books will all be available at www.macmillanihe.com.

Why the change of name?

We're proud to have published under the Palgrave imprint for the last 17 years but the time has come to say a fond farewell. As a publisher focused on higher education textbooks and digital resources, we needed to set ourselves apart from Palgrave Macmillan, publisher of research and trade titles, journals and reference works. The shared Palgrave name has become confusing so the time is right for a new name to help us clarify who we are and what we do.

Why Red Globe Press?

We wanted a name that reflected our Macmillan heritage and our position as a leading global publisher, producing textbooks that contribute to the scholarly pursuit of learning around the world. Our new logo is inspired by a Macmillan logo used in the nineteenth century to reflect the international nature of its growing publishing business.

What does this mean?

We have started rolling out Red Globe Press, so you will begin to see our new logo replace the Palgrave logo on our book jackets. **The ordering and distribution process will remain the same, so logistically nothing will change. In addition to launching the new imprint name, a number of our series titles will see name changes.** For example, we will be re-branding Palgrave Study Skills as Macmillan Study Skills. We have given care and attention to ensure that this necessary re-brand retains the current look and feel, to ensure there is as little opportunity as possible for confusion amongst academics and students.

As part of the roll out of Red Globe Press, and the further bedding in of Macmillan International Higher Education, we will be communicating widely to our community (on campus, to our authors and students) which will allow us to raise our overall brand awareness, win more course adoptions and drive sales.

We're looking forward to bringing you the latest editions of our trusted textbooks and innovative new titles as Red Globe Press! If you have any questions, please contact your Macmillan International Higher Education representative. You can find your representative's contact details here:

<http://macmillanihe.com/sales-contacts>



Katie Thorn
Sales and Marketing Director