

Autumn 2020

**Books for Academics
and
Resources for Booksellers**



Good morning, my name is Monika Wojtas and I look after the southern part of Eastern Europe. Today I would like to welcome you to my session devoted to textbooks, academic books and resources for booksellers.

Agenda

- Adoptions
- Inspection copies
- eBooks
- Instructor and students resources
- 2020 publications
- Study Skills and Research Methods 2020
- Resources for booksellers
- Q&A



I will start with saying a few words about adoptions, inspection copies, ebooks and online resources, then I will move on to key publications in 2020 and I will finish with presenting our tools dedicated to booksellers. As Kinga has mentioned if you have any questions during the presentation please pop them into the chat box and I will answer them live if I have the answer, otherwise I will do further research and will get back to you via e-mail. Alternatively, please e-mail me anytime using the e-mail address monika@jaceklewinson.com.



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Let me begin with presenting how we work with textbooks and adoptions. This simple diagram shows the process.

We are happy to recommend textbooks for a particular course and arrange a sample copy.

A sample copy is a free-of-charge textbook that lecturers use to assess as a potential set text for their course or module. It is also known as an inspection copy, an evaluation copy or a review copy. It can be sent as print but more and more often it is an ebook that is made available via VitalSource platform.

The sample copies can be sent to members of teaching staff responsible for making core text recommendations. The course must be taught in English to more than 10 students. If a lecturer teaches in any other language than English they may still receive an inspection copy as long as they use English literature to build the course.

Once the textbook is reviewed and adopted, we can send a print desk copy if requested and provide access to online resources.

Jacek Lewinson

Advanced Engineering Mathematics (6th Edition)
 Author(s): [K.A. Stroud](#), [Dexter Booth](#)
 Publisher: Red Globe Press Pages: 1454
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As a bookseller you may direct the customer to the publisher's website to order the inspection copy or you can request it on their behalf by e-mailing us. What we would need is the ISBN or title and author, lecturer details and information about the course which is the name, start date and numbers of students taking it.

This slide is based on Macmillan's website showing how an inspection copy can be ordered. There are usually two formats to choose from: traditional print or an ebook. The ebook would be accessible via VitalSource platform upon receiving a code or account approval.

Let me mention ebooks here. Please bear in mind that publishers allow booksellers to be intermediaries in selling ebooks – the transaction is similar to the print: instead of supplying hard copies you will receive VitalSource codes that you will forward to your customer.

Corporate Entrepreneurship and Innovation (4th Edition)

Author(s): [Paul Burns](#)

Publisher: Red Globe Press Pages: 502

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Categories: Business and Management, Entrepreneurship

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by Paul Burns

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MCQ Framework

+ ABOUT THIS BOOK

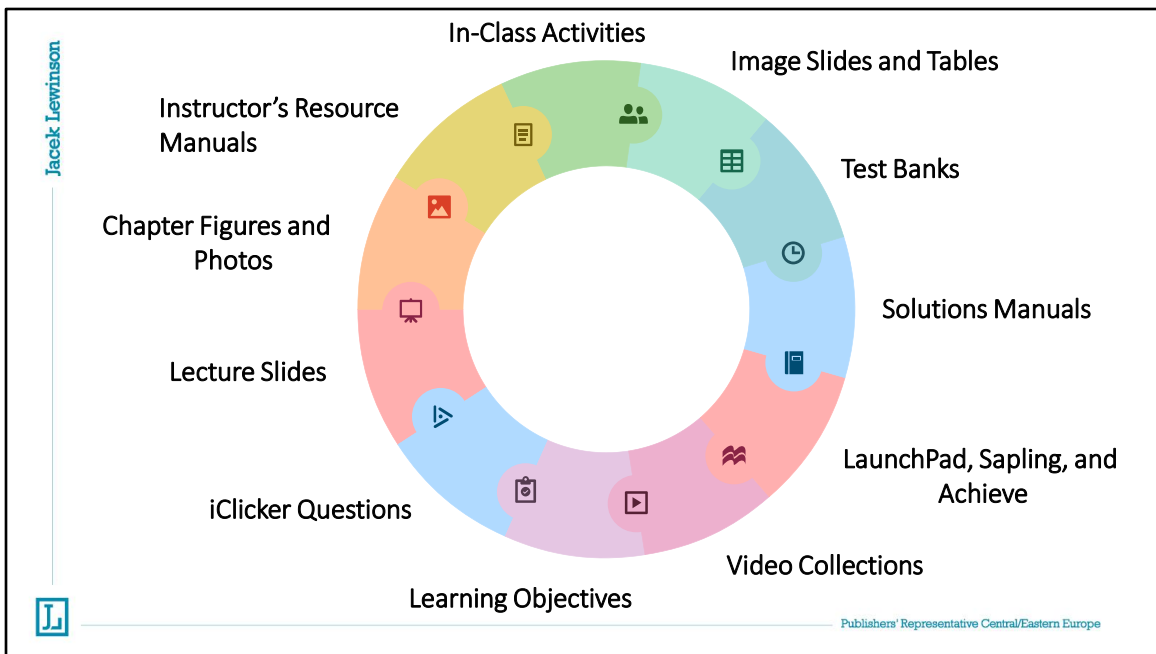
Written by a highly regarded expert on entrepreneurship, this bestselling textbook provides an engaging and comprehensive overview of corporate entrepreneurship. Now in its fourth edition and fully revised throughout, this accessible text is structured in four key parts that cover everything a student needs to know about the topic.

After an initial consideration of what constitutes corporate entrepreneurship and innovation, the author then guides students through the four pillars of entrepreneurial architecture: culture, structure, leadership and strategy. The third section focuses on the entrepreneurial mind-set, including how to encourage creativity, business ideas and developing concepts. Finally, the book draws attention to corporate venturing, examining venture teams, intrapreneurs, market development and the role of shareholder value.

[Buy this book](#)

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Moving on to the online resources. Most of the key textbooks have online resources available to both students and instructors via companion sites. The information is usually available on the website dedicated to a particular textbook. This slide shows an example from Macmillan. The companion websites are free of charge and provide additional materials and extension activities. The part for instructors is protected and the lecturers have to register to request access. Each case is reviewed on an individual basis but generally speaking at least 10 copies of the book should have been acquired by the students or institutional library to grant the access. Any student request for access to lecturer or teaching resources will be denied.



Resources vary by discipline and title:

In-class activities provide prompts for students to use in class in small groups or as individuals.

Image slides and tables feature chapter photos, illustrations and tables and can be used as is or customized to fit a lecturer's needs.

Test banks can include a full assortment of question types

PDF **solutions manuals** provide solutions to discipline-specific question sets.

Select titles include correlations that map chapter content to discipline-specific **learning objectives**.

iClicker classroom response system offers flexible tools to help you give students a voice and facilitate active learning in the classroom.

Accessible, downloadable **lecture slides** provide support for key concepts and themes from the text and can be used as is or customized to fit a professor's needs.

Chapter Figures and Photos from the text are available for presentations.

Downloadable PDF **instructor's resource manuals**.

And last but not least LaunchPad, Sapling, or Achieve are digital platforms that include all instructor resources, online assessment tools and may include an ebook.

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Jacek Lewinson

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http://www.jacklewinson.com/Videos_and_Tutorials/publisher/MIHE

Humanities

Jacek Lewinson



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Now I would like to draw your attention to the key publications released this year. I will start with textbooks in particular subject areas that have been published in 2020 or will be released later this year.

In the area of Humanities we have:

ISBN 978-1-78920-871-9 An Enchantment of Digital Archaeology – Berghahn

ISBN 978-1-78920-652-4 Cultural Resource Management: A Collaborative Primer for Archaeologists – Berghahn

ISBN 9781352010206 Concise Hist of the World Since 1945 – MIHE

ISBN 9781350029545 Europe in the Contemporary World: 1900 to the Present A Narrative History with Documents Bloomsbury

9781474257244 Judaism, Christianity and Islam An Introduction to Monotheism Bloomsbury

9780567688446 Modern Christian Theology Bloomsbury

The Arts and Architecture



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The Arts and Architecture:

9781350075047 Graphic Design Essentials With Adobe Software BLM

9781350090125 Fashion and Textile Design with Photoshop and Illustrator Professional Creative Practice BLM

9781501357572 Music Composition in the 21st Century A Practical Guide for the New Common Practice BLM

978-3-0356-1874-7 The Artful Plan Architectural Drawing Reconfigured DG

978-3-0356-2126-6 Basics Timber Construction (part of Basics series) DG

978-3-0356-2154-9 The Architecture Machine: The Role of Computers in Architecture DG

Linguistics and Literary Studies



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Linguistics and Literary Studies

ISBN 9781352007817 Essential Statistics for Applied Linguistics (2nd Edition) – MIHE

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Society and Social Sciences

Jacek Lewinson



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ISBN 9781137606778 Global Justice - MIHE

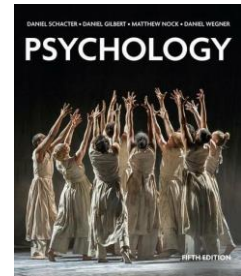
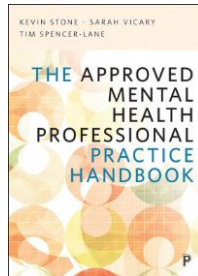
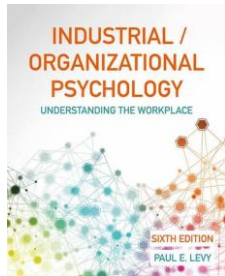
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Psychology

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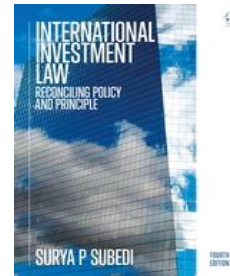
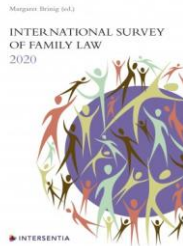
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Law



Law

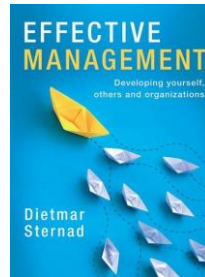
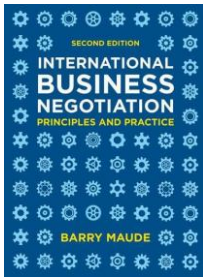
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Business and Management

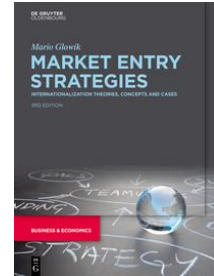
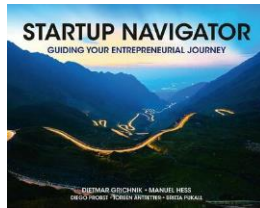
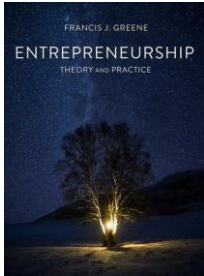
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Entrepreneurship

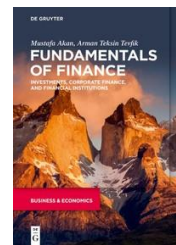
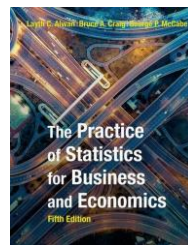
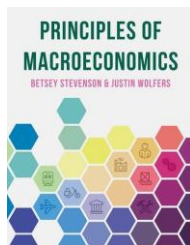
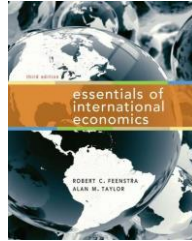
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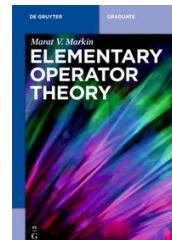
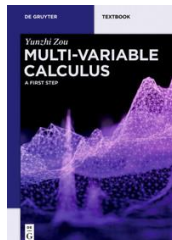
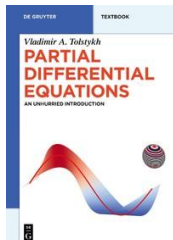
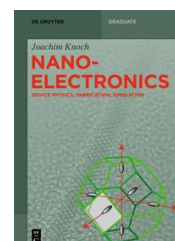
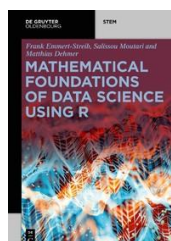
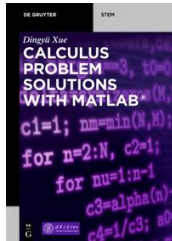
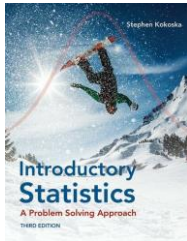
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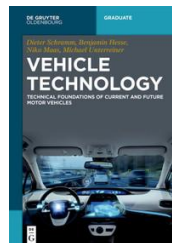
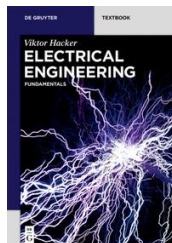
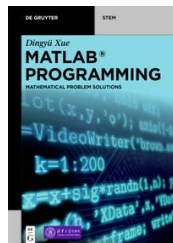
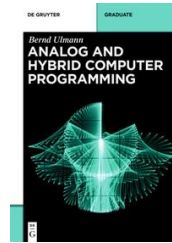
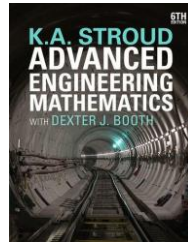
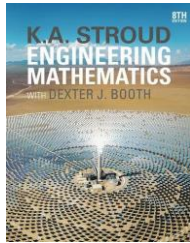
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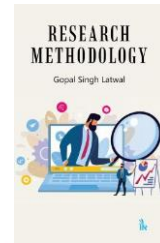
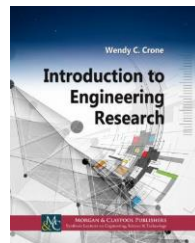
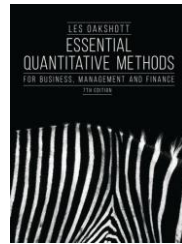
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ISBN 9781350134478 Digital Research Methods in Fashion and Textile Studies BLM

ISBN 9781350187177 Diary Method: Research Methods BLM

ISBN 9781681738017 Introduction to Engineering Research Eurospan

ISBN 9789386768827 Research Methodology Eurospan



I have separated a series Macmillan Study Skills that is worth presenting here. The range of study skills guides will help the students build the skills they need to achieve study success no matter what subjects they have chosen.

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ISBN 9781352011371 Brilliant Essays – MIHE

ISBN 9781352009620 Where's Your Evidence? MIHE

ISBN 9781352011357 Ace Your Exam MIHE

ISBN 9781137594051 Studying in English (2nd Edition) Strategies for Success in Higher Education MIHE (published in 2017 as ebook but paperback this year)

ISBN 9781352008753 Writing for Biomedical Sciences Students MIHE

ISBN 9781352008333 The Student Phrase Book (2nd Edition) – MIHE (published in 2019 as ebook but paperback this year)

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Encyclopedia of **Criminal Activities and the Deep Web** €2,400.00

Encyclopedia of **Information Science and Technology** €2,027.00

Encyclopedia of **Women & Islamic Cultures** 2010-2020 €349.00 each vol

Berkshire Encyclopedia of **Chinese Cuisines**, 5 Volume Set €974.00

Berkshire Encyclopedia of **China**, 8 Volume Set €2,055.00

World Geography, 6 Volume Set €648.00

DE GRUYTER:

Energetic Materials Encyclopedia, 3 Volume Set €199.95 each vol



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I would also like to mention a few highly-priced publications that you may want to work with this autumn.

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Encyclopaedia of Islam Three 2020 Vol 1-6 €109.00 each vol

From EUROSPAN:

Encyclopedia of Organizational Knowledge, Administration, and Technology €3,650.00

Encyclopedia of Criminal Activities and the Deep Web €2,400.00

Encyclopedia of Information Science and Technology €2,027.00

Encyclopedia of Women & Islamic Cultures 2010-2020 €349.00 each vol

Berkshire Encyclopedia of Chinese Cuisines, 5 Volume Set €974.00

Berkshire Encyclopedia of China, 8 Volume Set €2,055.00

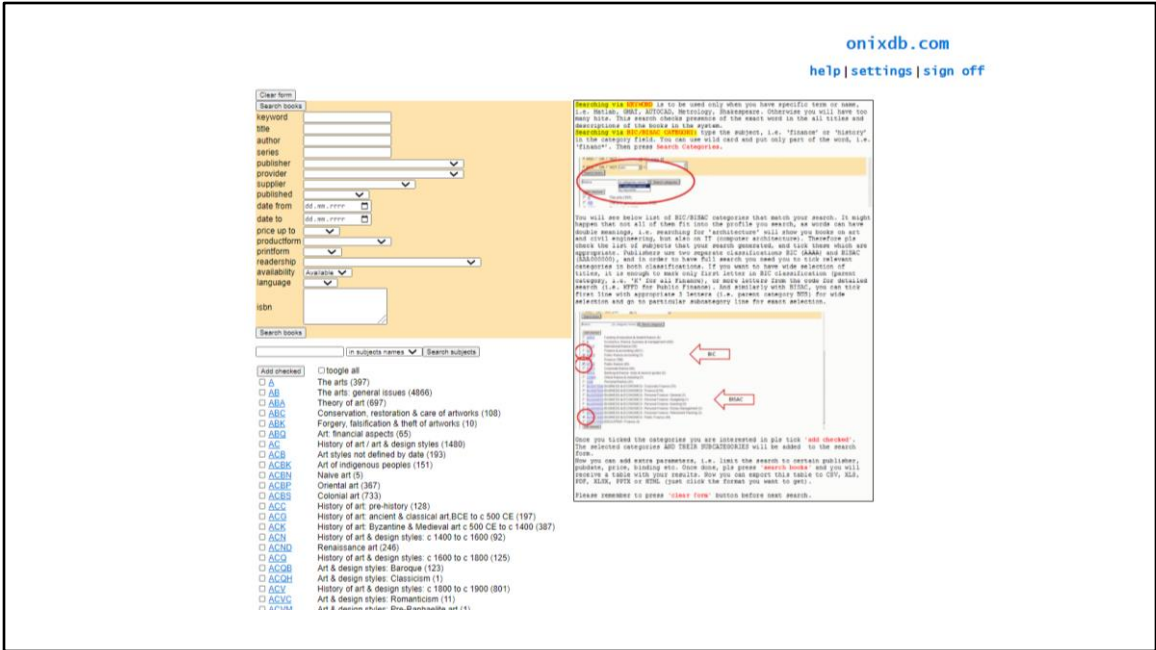
World Geography, 6 Volume Set €648.00

From DE GRUYTER: Energetic Materials Encyclopedia, 3 Volume Set €199.95 each vol



To finish the presentation I will go over the resources we have for you booksellers that can be used in your day-to-day work.

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Many thanks for your attention

Monika Wojtas

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phone: +48 512 203 910



I hope the presentation was useful and you have learned something new. Please feel free to contact us if you need any further information, subject lists or price quotes. Now let's have a 10-minute break and come back for Trade presentation.

Thank you!