

## Welcome to Cengage Learning

### **Welcome**

We are delighted to be publishing your book. This pack is designed to explain the publishing process at Cengage Learning. If you have not published before, the process may seem long and somewhat mysterious and even if you are an experienced author, you will welcome more information about particular aspects of the way things are done at Cengage Learning.

These Author Guidelines should become an invaluable reference for you throughout the writing process. Your book has already been assigned a schedule to take it from the manuscript stage through to manufacture, including its production, marketing and promotion and how it will be sold. To ensure that this process goes smoothly, we need you to consider how we work here while you are writing and preparing your manuscript package. Following the Guidelines will help us work together to turn your book into another successful Cengage Learning title.

### **About Cengage Learning**

Cengage Learning delivers highly customized learning solutions for colleges, universities, professors, students, reference centers, government agencies, corporations and professionals around the world. These solutions are delivered through specialized content, applications and services that foster academic excellence and professional development, as well as provide measurable learning outcomes to its customers. Cengage Learning's mission is to shape the future of global learning by delivering consistently better learning solutions for learners, instructors and institutions.

### **What we do**

Cengage Learning (Europe, Middle East and Africa) publishes the widely renowned Arden Shakespeare, leading titles in business and psychology, as well as a wide range of vocational education titles.

We also distribute: Brooks/Cole, Course Technology, Delmar Learning, Duxbury, Heinle & Heinle, Milady, South-Western, Wadsworth for the Cengage Learning International Group. Further corporate information can be found at our web site– <http://www.cengagelearning.co.uk>

### **Our mission**

*Everybody at Cengage Learning is committed to helping you enter the learning environment -- anytime, anywhere -- armed with exactly what you need.*

We are in a period of major transitions. Globalization and rapid technological advancements have accelerated the changes we experience throughout our lives. Your book will be published by a company that, more than ever before, looks at learning as a lifelong process that encompasses continuing education, career training and personal development. Lifelong learning spans both the academic and the corporate world.