

Resources for the web

To accompany our textbooks, we have created dedicated resource sites which are available on our company web site, <http://www.cengagelearning.co.uk>

These resource sites allow us to keep the book completely up to date and make the book a truly interactive lifelong learning resource. Students use the sites to supplement their learning programmes from our textbooks, and lecturers use added Instructor's material that we make available to aid tuition- often as part of their 'adoption' of a book (using it as a core text for their course).

Your commissioning editor will have discussed possible online resources with you when accepting your proposal, and your contract will include information about what is required from you. A development editor will be responsible for setting up the site and will work on material for your site inhouse, help you to supply material, and/or in some cases, help to arrange for material to be supplied out of house by freelancers. Once the site has been set up, the development editor will be responsible for keeping it maintained and adding any relevant new material.

It is worth taking a look at our site to see how the resources work and to get a feel of our approach to online learning. Our sites offer resources that are divided into separate sections for students and lecturers. The lecturer section is password protected so that confidential and sensitive information like instructor's manuals and answers to exam questions are easily accessible yet protected.

Summary of typical online resources

Student Resources	Lecturer Resources
How to use the book	Comprehensive instructor's manual
Chapter summaries/overviews	Chapter summaries/overviews +Teaching notes
Extracts/sample chapters from the book	Extracts/sample chapters from the book
Further coverage of relevant topics	Further coverage of relevant tuition topics
Case studies	Case study based teaching resources
Online quizzes	PowerPoint ® presentations
Questions and answers	Questions with model answers- test banks
Feedback	Feedback
Further/related reading	Further/related reading
Related links	Related links

Online resources must be available in time for the publication of your book and in most cases we prefer to have a preliminary site, (a basic site telling potential customers about the book and its forthcoming online resources), set up as soon as possible after you hand in your manuscript. We do appreciate the work involved in this, but the sites are invaluable tools for the promotion of your book.

What's actually involved in the different resources?

The following tables act as guides only, we do not always use all types of resources and we sometimes have different requirements about when we need material and who is to supply it. Your development editor will let you know what is expected of you for the web site, and he or she can clarify anything you are unsure of.

RESOURCE	DESCRIPTION	SUPPLIED BY?	STAGE REQUIRED?
For Students:			
How to use the book	Often in the form of basic Learning Objectives- by chapter.	Author	As soon as possible, or 3 months prior to publication date.
Chapter summaries/overviews	Brief summary/overview of each chapter.	Author	As soon as possible, or 3 months prior to publication date.
Extracts/sample chapters	Small extracts/samples in PDF format.	Inhouse	2 months prior to publication date.
Further coverage of relevant topics	Extra material of any type (articles, figures, tables etc.). For students to acquire a broader knowledge of chosen areas of the book.	Author	As soon as possible, or 3 months prior to publication date.
Case studies	Additional cases to those used in the text/new case studies added to provide fresh, contemporary examples. Helps students to remain up to date and apply their learning to practical examples.	Author	As soon as possible, or 3 months prior to publication date or extra cases to be supplied post publication- as arranged with your development editor.
Online quizzes	Multiple choice questions or other online 'games'. Interactive, fun way for students to test what they have learned from the book.	Author to supply questions.	As soon as possible, or 3 months prior to publication date.
Questions and answers	Extra questions with answers, or discursive questions without answers- help students to reinforce their	Author	As soon as possible, or 3 months prior to publication date.

	knowledge and test understanding of key concepts.		
Feedback	Either a form or e-mail direct to your development editor.	Inhouse	As soon as any on-line material is made live.
Related links	Links to web sites of companies mentioned in the text, and any other relevant sites for students who want to follow up examples in the book.	Inhouse	2 months prior to publication.
Further/related reading	A list of useful publications provided as an ideal starting point for assignments and projects.	Author Development editor to add any of our related publications.	As soon as possible, or 3 months prior to publication date.

RESOURCE	DESCRIPTION	SUPPLIED BY?	STAGE REQUIRED?
For lecturers:			
Comprehensive Instructor's manual	Teaching notes/tips/supplements by chapter. Including 'How to use the book'. Can also include answers/suggested model answers to questions/cases in the text- test banks.	Author	As soon as possible, or 3 months prior to publication.
Chapter summaries/overviews + Teaching notes	Chapter Summaries as above + Teaching notes/tips. Information about how the chapter would be useful for different courses etc. Useful for lecturers to use to make handouts and a quick and easy reference to what is in each chapter.	Author	As soon as possible, or 3 months prior to publication.
Further coverage of relevant topics	As Student Resources	As Student Resources	As Student Resources
Case study based teaching resources	Suggested outcomes to case studies in book, or extra cases with outcomes, or outcomes to extra cases in Student resources. A useful interactive addition to the cases in the book.	Author	As soon as possible, or 3 months prior to publication.

PowerPoint ® presentations	PowerPoint ® presentations by chapter for lecturers to download and teach from.	Author	As soon as possible or 1 month prior to publication.
Questions with model answers - test banks	Old exam questions etc. Can be issued to students to test their understanding to key ideas and concepts.	Author	As soon as possible or 3 months prior to publication.
Feedback	As Student Resources	As Student Resources	As Student Resources
Further/related reading	As Student Resources	As Student Resources	As Student Resources
Related links	As Student Resources	As Student Resources	As Student Resources

How do I submit material for the web site?

- Remember that the book and the web site are to be used *together* as a complete learning resource. Therefore, remember to make sure that the web material corresponds to the layout of the book, i.e. collate extra exercises, cases etc. by chapter. Mark clearly which resource section material should appear in.
- Please submit your material on disk and one hard copy, using the same software packages that you present your manuscript in. If you do wish to include specific items in hard copy only (where there is no electronic version available), please discuss this with your development editor as soon as possible.
- Although we do not usually require material for the web to be submitted until after the manuscript has been handed in, it is useful to bear the web site in mind during the researching and writing process, and to actively collect material that you think may be of use for the web site.
- When writing for the web, write *visually*- using bullet lists, tables, subheadings etc. Remember that reading text on a computer screen is harder on the eye than reading text in a book.
- If you intend to use material from sources other than your own, please remember that it will be liable to copyright in the same way that printed material is. See the section on **Copyright and permissions**. You will need to apply for permission in the same way, but explaining that you want to reproduce the material on a web site rather than in a book. Please consult your development editor if you need any further information.
- Remember that the web is different. This seems to be stating the obvious but the web's interactive capabilities are organic and still growing fast, and Cengage Learning are committed to keeping up with its progress and possibilities for learning . As you write and start to submit material, you may come across other ideas of how to make your site grow. Please do feel free to discuss these with your development editor.

It will help to familiarise yourself with the web resources we have already at <http://www.cengagelearning.co.uk>

Remember that we always welcome feedback, and do pass on any thoughts or comments to your development editor.