

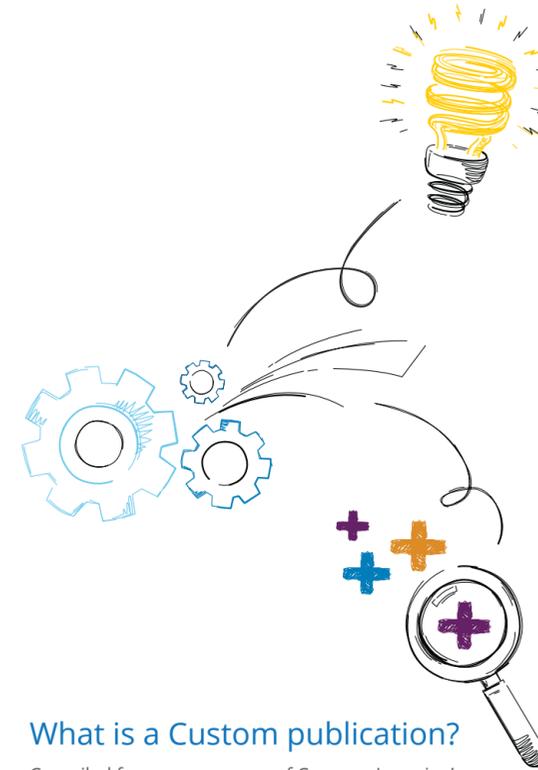
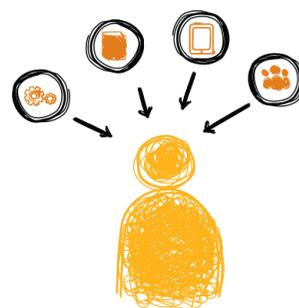
# CENGAGE COMPOSE

Custom Solutions for your Course



## DO YOU NEED COURSE MATERIALS ALIGNED WITH THE WAY YOU TEACH?

Anything is possible with custom solutions that deliver the content you want in your preferred style and format. Maximise student engagement by rearranging and/or removing content; combining content from multiple sources, integrating supplements, and simplifying access to digital resources.



### What is a Custom publication?

Compiled from one or more of Cengage Learning's leading textbooks, a custom publication is another way you can specialise and re-purpose content to suit your course. Doing this gives you the chance to find resource solutions in subject areas where a conventional text may not fit.

### You have choices!

- Select from best-selling Cengage Learning content
- Package it with the latest available technology options
- Pick from a range of delivery formats (print, eBook or online)
- Add your own readings or notes – or even write your own complete resource
- Choose from a variety of cover designs
- Select a full colour or black & white text and cover



### Tailor your course materials

Gone are the days of teaching that jumps around in your prescribed textbook. Now you can rearrange the organisational structure of your print and digital materials.

When you create a custom textbook, you determine the content for the course, providing students with exactly what they need to succeed. Remove material that you might normally skip, or rearrange chapters to better match your course.

### Custom print options

Choose a print format – colour, black & white, paperback or spiral-bound! Include your own content in your textbook.

### Digital print options

Just like our print titles, Cengage Learning's digital materials can be reorganised to fit your course needs. Custom experts will work with you to customise eBooks and/or deliver the content within your Learning Management System.

### Incorporate your own materials

Do you supplement your prescribed textbooks with articles, handouts, or other materials to truly make the course your own? Now you can fully integrate your materials.

### Write your own resource with MyContent

Are you looking for a new and inspiring project to take on during a period of leave or downtime? Write your own textbook or turn existing notes into a textbook.

MyContent titles have great potential for subsequent editions and reinvention and may be used outside your prescribed course at other campuses or institutions. All MyContent authors receive royalties for sales of their books.

### Covers

You can't judge a book by its cover — but you can create a compelling cover to attract student attention.

Choose from an array of cover designs and options, add your own elements from our gallery, or explore a one-of-a-kind design to reflect your vision for the course.

We can incorporate your university or institution specific branding on the cover.

### Custom pricing

For both custom publications and MyContent titles, prices are calculated based on the extent of the book and required print run. From these factors the Custom team will set an agreed price point.

The choice is yours!



### CASE STUDY

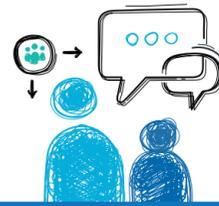
For four years, Anthony Chan had prescribed a traditional Cengage textbook, BCOM, for his unit ITC105 at Charles Sturt University. In 2014, he made the decision to transition to a customised textbook that combined chapters from the most recent edition of BCOM with chapters from another textbook. He then chose to value-pack this customised textbook with a MindTap Access Card.

The success of this customised value-pack is reflected in the number of students who purchased the textbook. In 2012, sales numbers indicated that only 67.4% of students enrolled in the unit purchased the prescribed textbook. In 2014, with the introduction of the customised textbook and MindTap, this ownership figure jumped to an impressive 85.7%.

In Anthony Chan's words, "The statistics of ownership this year is reflective on how a good sale can be achieved with a good outcome of the book getting into the hands of students combined with a good collaborative effort from both parties".

### Technology value-pack options

Cengage Learning produces a variety of digital resources to suit every need, many of which may also be customised to align with your course. Talk to our team regarding interactive resources for homework and assessment, that will save you time and engage your students.



## TESTIMONIALS

I would like to take this opportunity to thank the team at Cengage Learning for all their hard work, support and professionalism in publishing the La Trobe Business School common core customised text for Business Foundations. It was a wonderful experience working with the entire team; they were always very pleasant and helpful. Every time I called to speak with any of the team members, it was a productive encounter and any issues were resolved in a swift manner. The professional quality of the finished product was exceptional and I would be more than happy to recommend Cengage Learning services to my colleagues.

Nicole El-Haber  
La Trobe University

It was a pleasure to work with Cengage Learning on our custom eBook. I found Cengage to be professional and knowledgeable; they demonstrated energy and willingness to work together to achieve our tight time scale. I would have no hesitation in recommending them.

Allison Knight  
Think Education (Sydney)

Having never been involved in the production of a customised textbook, I was unsure about everything to do with the process. However, I need not have worried. From the moment I contacted the Cengage representative to the book being printed and delivered to me (and to the bookshop) the process was as smooth, fast, and as easy as picking a regular textbook. Yet, I now have something that specifically fits my teaching needs: no more extra handouts and readings; no reworking of the course when the textbook changes (and the students also like it too—they see real value in the textbook because we now use the whole of the customised text). The staff at Cengage make producing a customised text so straightforward and fast that I cannot imagine using anything else.

Peter Smith  
University of Auckland

The team at Cengage Learning were incredibly helpful when I decided to create a custom text for a 1st-year introduction to teaching unit. The initial discussions with the Cengage representative for the university led to a first draft of the proposed contents and from there the process moved into the hands of the custom projects team. Communication was excellent throughout, and all of my requests to include additional guidance material for students were accepted. Even with the tight timeframe for this project, the books were ready for the start of the semester. The quality of the finished product was excellent and students clearly appreciate the relevance of the text to the content of the unit, with over 300 copies already sold in its first year of publication.

Fiona Budgen  
Edith Cowen University



### About us

Cengage Learning is a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. Our products and services are designed to foster academic excellence and professional development, increase student engagement, improve learning outcomes and deliver authoritative information to people whenever and wherever they need it.

Through our unique position within both library and academic markets, Cengage Learning provides integrated learning solutions that bridge from the library to the classroom.

### Contact

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