There’s Custom Publishing.
And then there’s Pearson Custom Database Publishing.

In response to the needs of professors who want to exercise more control over the cost and content of their course materials, the Database Group at Pearson Custom Publishing has developed a new electronic book building process that lets you:

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• Add other materials of your choosing, to
• Create a reader that precisely matches your course objectives and teaching style.

Over the years, Pearson Custom Publishing has developed technology that’s brought huge improvements in printing and production quality, while lowering the cost to the student. In addition, the Database Group has contracted with leading educators to create outstanding new archives of source documents, essays, and original materials – like Symposia – that are designed and built from the ground up for custom publication. Today, our custom books look and feel no different than any other well-produced soft cover volume. We build each book to order, to serve the unique needs of each professor and class. And we’re constantly enhancing our delivery systems, intellectual properties, and services as we seek new ways to deliver the next generation of educational tools for teachers and students.

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Pearson Custom Publishing is, very simply, where the best editorial team meets the best production technology. Our company stands above all competitors in several fundamental ways.

• **Experience.** With editorial skills developed through 25 years of collaboration with highly dedicated professors, we know what it takes to understand your teaching needs and deliver the right solution.

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• **Rights and Research Capabilities.** Whether you choose works from our own archives or from outside sources, our ability to secure rights and permissions is unrivaled.