

FOR IMMEDIATE RELEASE**CONTACT:**

Jennifer Reed
Sr. Marketing Manager
SAGE & Pine Forge Press
Tel: (805)410-7722
Email: jennifer.reed@sagepub.com

**NEW EDITIONS OF POPULAR TEXTBOOKS
NOW BEING PUBLISHED BY SAGE AND PINE FORGE PRESS!**

Los Angeles, London, New Delhi, and Singapore (July 26, 2007) – This year, SAGE and its sociology imprint, Pine Forge Press will publish several new editions of popular textbooks that have been released from prior publishing giants. This is one more way the company is continuing to reach towards the goal of publishing quality textbooks at prices that students can actually afford.

As larger textbook publishers release authors of certain upper-level textbooks from their contracts, those same authors are finding a loving home for new editions of their textbooks with independent publishers such as SAGE and Pine Forge Press, which have long specialized in these higher level course markets. This trend of textbooks moving to independent publishers from the “big” houses seems to be growing, with the major publishers scrambling to compete with each other in the larger freshman markets.

Selected new editions that SAGE and Pine Forge Press will be publishing so that valuable textbooks are still available to their loyal users – and for new audiences – include such favorite Criminal Justice, Communications and Sociology titles as:

- * ***Introduction to Criminology, Sixth Edition***, Frank E. Hagan, August 2007
(<http://www.sagepub.com/booksProdDesc.nav?prodId=Book231065>),
- * ***Juvenile Justice, Sixth Edition***, Steven M. Cox et al, August 2007
(<http://www.sagepub.com/booksProdDesc.nav?prodId=Book230822>)
- * ***Close Encounters, Second Edition***, Laura K. Guerrero et al, Now Available
(<http://www.sagepub.com/booksProdDesc.nav?prodId=Book230420>).
- * ***Schools and Society, Third Edition***, Jeanne H. Ballantine and Joan Z. Spade, December 2007
(<http://www.pineforge.com/textbooksProdDesc.nav?prodId=Book230681>)
- * ***The Kaleidoscope of Gender, Second Edition***, Joan Z. Spade and Catherine Valentine,
December 2007
(<http://www.pineforge.com/textbooksProdDesc.nav?prodId=Book230771>)

“Hearing from all the professors who are thrilled to have an up-to-date edition of a beloved textbook makes it so worthwhile,” commented Helen Salmon, Director of Books Marketing, though she notes that it is challenging at times to get the word out that a popular text is still available. “They’re especially pleased to learn that SAGE and Pine Forge are making valuable improvements to these texts, such as the new two-color design for Hagan’s ***Introduction to Criminology, Sixth Edition*** and the new companion student study site accompanying Cox et al’s ***Juvenile Justice, Sixth Edition***.”

###

SAGE, along with its sociology imprint, **Pine Forge Press**, is a leading international publisher of academic, educational, and professional textbooks, reference works, journals, and electronic media. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students by publishing quality resources in a wide range of subject areas. Pine Forge Press publishes innovative, student-oriented sociology textbooks, teaching materials, and ancillaries. Both SAGE and Pine Forge Press are committed to providing high-quality texts by notable authors at prices that students can afford. www.sagepub.com www.pineforge.com