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**SAGE AND PINE FORGE PRESS ANNOUNCE  
NEW INTRODUCTION TO SOCIOLOGY TEXT OUR SOCIAL WORLD**

*"Finally...a text that brings Sociology to life! .... This is so well written I'm not sure the students will even realize they are learning theory!"*

-- Dr. Martha Shockey, Professor of Sociology, St. Louis University

Los Angeles, London, New Delhi, and Singapore (June 19, 2007) – SAGE Publications and its sociology imprint, Pine Forge Press, are pleased to announce the publication of ***Our Social World***, their new Introduction to Sociology textbook.

Value-priced approximately 20% lower than many of its competitors, ***Our Social World***, ([www.pineforge.com/ballantine](http://www.pineforge.com/ballantine)), was written by award-winning authors Jeanne H. Ballantine and Keith A. Roberts. These noteworthy author-professors are passionate about students achieving “deep learning,” so that years later, former students can still apply the concepts they learned in introductory sociology class. This new textbook promotes that model, focusing on a meaningful and integrated global perspective while also highlighting applied sociology. The book is already in use at major universities across the United States.

Adopting the value-priced ***Our Social World*** provides professors and their students with an extensive ancillary package of meaningful learning resources comparable to those offered by “major” textbook publishers including:

- Instructors' Resources on CD-Rom, with PowerPoint slides, lecture ideas, a test bank, and more
- A Student Study Site (at [www.pineforge.com/ballantinestudy](http://www.pineforge.com/ballantinestudy)) with e-Flashcards, self quizzes, NPR's *This American Life* audio files, and more
- Free online access to *21st Century Sociology: A Reference Handbook* – the most comprehensive resource on modern sociology! (<http://www.sagepub.com/refbooksProdDesc.nav?prodId=Book227566>)

To help professors use *21st Century Sociology* in the classroom with core text ***Our Social World***, professors are also provided access to helpful aids such as chapter listings and teaching tips that incorporate advice for teaching from a global perspective, which is unfamiliar to many sociology professors, as well as in-class group and research activities.

Professors who choose ***Our Social World*** will be pleased to learn that the authors have agreed to donate a portion of their royalties to the new “SAGE and Pine Forge Press Teaching Innovations and Professional Development Award” to be awarded to graduate students and non-tenured faculty who show significant promise as future faculty.

*"Overall, I found this to be one of the most interesting things I have ever been forced to read, and I mean that in a good forced way."*

--A Student

Author Jeanne H. Ballantine is Professor of Sociology at Wright State University. As an active member of the American Sociological Association (ASA) she has written extensively in the field and is a winner of numerous awards, including the 2004 ASA Distinguished Contributions to Teaching Award.

Co-Author Keith A. Roberts is Professor of Sociology at Hanover College. He has written widely in the field and serves as a consultant for American Sociological Association's (ASA) Departmental Resources Group. His awards include the ASA's 2000 Hans O. Mauksch Award for Distinguished Contributions to Undergraduate Teaching.

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