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**SAGE PUBLISHES VALUE-PRICED TEXTBOOKS
...HIGH-QUALITY TEXTBOOKS THAT STUDENTS CAN ACTUALLY AFFORD!**

Los Angeles, London, New Delhi, and Singapore (August 2, 2007)— Ever-rising textbook prices are felt acutely at this time of year when parents have to pay high tuition bills and then brace anxiously for the arrival of bookstore receipts – often totaling more than \$500 per semester. SAGE, an independent textbooks publisher, has uniquely dedicated itself to producing high-quality textbooks by leading authors at prices that students can actually afford.

Peter Northouse's *Leadership: Theory and Practice, 4th Edition* (SAGE 2007), is a prime example. One of the best selling textbooks on business leadership in the US, this text is priced as much as 40% less than its competitors. Available in a new two-color layout, the book is packed with up-to-date research in the field, explores the changing role of women in leadership, and features new case studies for today's students. And professors who adopt the title receive a complimentary Instructors' Resources CD-Rom with PowerPoint slides, a test bank, chapter reviews, and more.

Professors are enthused by the quality of this text with several of them indicating that it far surpasses many of its pricier competitors. "Northouse has given a gift to leadership professors and students," affirmed Robert E. 'Bob' Colvin of Christopher Newport University, "by compiling this concise, insightful, and user-friendly exploration of the bewildering literature on leadership theory." "The excellent work of Peter Northouse invites teachers to grow along with students in research-based knowledge of leadership theory and practice," agreed Purdue University's Taggart E. Smith. "Peter's book leads in and of itself!"

SAGE acknowledges the concern about the high cost of textbooks. "We're proud to offer books that garner this kind of praise – at prices that are affordable for students and their parents," added Helen Salmon, SAGE's Director of Books Marketing. "We are able to keep prices down and yet still provide so many value-added tools for professors and students at no additional cost. For more than 40 years, the intrinsic value of education has been SAGE's mission – and we recommit to this ideal every time we publish a quality textbook that is reasonably priced."

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About SAGE

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