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**SAGE'S STATISTICS TEXTBOOKS REINFORCE THE COMPANY'S DEDICATION  
TO PROVIDING VALUE-PRICED TEXTBOOKS ACROSS THE CURRICULUM**

*Los Angeles, London, New Delhi, and Singapore* (October 12, 2007)—With both professors and students concerned about the ever-increasing cost of textbooks, SAGE, an independently-owned global academic publisher, is serious about its commitment to offering books by the world's leading authors at prices students can afford.

Many of SAGE's textbooks are priced 20 to 30% lower than the competition even while featuring high quality intellectual scholarship. SAGE's texts also feature innovative ancillaries, such as student study sites and instructors' resources on CD-ROM that typically include test banks, PowerPoint slides, and classroom activity suggestions. Two examples of such value-priced SAGE texts include the popular ***Statistics for People Who (Think They) Hate Statistics, Third Edition*** by Neil J. Salkind, and new title ***Applied Statistics: From Bivariate Through Multivariate Techniques*** by Rebecca M. Warner.

- The Salkind text retails for \$48.95, \$70 lower than similar introductory statistics texts
- The **Applied Statistics** text sells for \$89.95, \$30 less than its closest competitor

"Price is always important to students, and the Salkind text is a very good value for the price," notes Florida State University's Mary Beth Zeni. It offers extensive pedagogy and ancillary materials, providing an accessible but rigorous introduction to statistics for students in the behavioral and social sciences.

"**Applied Statistics** is an excellent treatment of a complex subject," commented W. James Potter of the University of California at Santa Barbara. "Warner has done a great job of making the ideas as clear and accessible as possible." Along with an impressive variety of ancillaries for professors and students, the book provides students with a thorough grounding in widely used topics in statistics at a very student-friendly price.

In analyzing the publisher's strategy, Helen Salmon, SAGE Director of Books Marketing explains, "SAGE's Vision Statement states in part that 'engaged scholarship lies at the heart of any healthy society and that education is intrinsically valuable,' and our commitment to offering reasonably-priced texts is very much in line with that mission. The newest statistics texts are perfect manifestations of this guiding principle."

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