

Affordable Textbooks?

SAGE and Pine Forge Press publish high-quality textbooks at prices students can actually afford!

Thousand Oaks, California; London, United Kingdom; and New Delhi, India (October 12, 2006) – Everyone involved in higher education is talking about the high costs of college textbooks. Even the mainstream media is covering the story. Many published textbooks sell for over \$100 in the bookstore and, as prices rise, professors report that students are increasingly attending class without buying the books. It's important for instructors and students to know that there is an alternative available.

Unlike the high-priced textbooks offered by larger publishers, SAGE Publications and its Sociology imprint, Pine Forge Press, are committed to publishing high quality textbooks at prices that are considerably lower than their competitors. For many courses, SAGE texts have suggested list prices that are often 20 -25% less than other textbooks for the same course.

“Offering high-quality materials at affordable prices for faculty and students isn't a new initiative at SAGE and Pine Forge,” commented Chris Klein, Vice President and Editorial Director. “Being independently owned for over 40 years has meant that we are consistently focused on providing real value for students and instructors, rather than just maximizing profits for shareholders. Our ancillaries, such as instructors' resources on CD-ROM and student web sites, are developed in response to the needs of instructors and students, and not as a means for justifying a higher textbook price.”

“There are a lot of cookie-cutter textbooks out there that are largely indistinguishable from other books in the market,” added Klein, about the quality of books. “SAGE and Pine Forge offer textbooks with a strong author's voice. We're known for publishing books that help students to really engage with the material being taught.

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Pine Forge Press, working hand-in-hand with its parent company, SAGE Publications, is committed to publishing innovative, student-oriented teaching materials and resources across the broad field of sociology. For the past decade, the Pine Forge Press mission has been to create innovative textbooks and ancillary materials offering instructors and students from all backgrounds a wealth of learning tools at an affordable price. <http://www.pineforge.com/>

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Thank you.