

BEDFORD/ST. MARTIN'S

all in

Community Support | Customer Service | Curriculum Solutions

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We're all in

Bedford/St. Martin's is as passionately committed to the English discipline as ever. We're all in, hard at work providing solutions and services that make it easier for you to teach your courses your way, while helping students succeed in the classroom, during their academic careers, and throughout their lives.

Community Support

At the rapidly growing English Community site, you can download our acclaimed professional development resources at no cost, follow our *Bedford Bits* blog, share and discuss ideas with our authors and fellow teachers, and review projects in development.

Customer Service

Our representatives are with you from inquiry to adoption, from the first day of class to the last. They are consultants, sounding boards, problem-solvers and more, always available and dedicated to being genuine partners in your teaching efforts.

Curriculum Solutions

As part of Macmillan Learning—an innovative, independently owned educational publisher—Bedford/St. Martin's is able to offer a wide range of flexible options with the power of scalable custom publishing, combining our own carefully developed print and digital resources, acclaimed works from Macmillan's trade imprints, and the custom expertise of Hayden-McNeil.



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A Vibrant Teaching Community

The English Community • community.macmillan.com

Built by teachers, for teachers.

Take a few minutes to visit our English Community—Bedford/St. Martin's growing library for composition and literature teachers. Our content collections include *Bedford Bits* and *LitBits*, popular blogs offering new ideas for the classroom. It's free and open to explore.

Community members can:

- **Download resources.** Titles include Heidi Ann Skurat Harris's *The Bedford Bibliography of Research in Online Writing Instruction*, and Patrick Sullivan and Christie Toth's *Teaching Composition at the Two-Year College*.
- **Share and discuss.** Join the conversations in the community with our editors, authors, and adopters—they love to talk comp, too!
- **Review projects and ideas in the pipeline.** We're hard at work on the books and media of the future and need your input to make them great.

Professional Resources

Because teaching is central to composition, Bedford/St. Martin's supports the work that teachers do with something for everyone—from the first-time teaching assistant to the program director. Browse the complete list of available titles at macmillanlearning.com/professionalresources. Best of all, our professional resources are free to instructors!

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Outstanding Customer Service

At Bedford/St. Martin's, our representatives work to get beyond the stereotype of the “flyby rep,” whose attention wanes after the adoption. They are expertly trained education professionals, fully invested in your course’s success. Our reps have relationships, not accounts—and matching students and teachers with the right tools is what they do best. The conversation starts by determining the needs of each instructor and department, then tailoring solutions from our wide range of publications, technologies, and services to make that happen. We fit our solutions to your needs, not the other way around.

Bedford/St. Martin's Sales Representatives offer:

- The deepest product knowledge in the industry, resulting from extensive year-round training.
- Full working knowledge of digital products for composition courses, including *LaunchPad Solo for Readers and Writers*, *Writer's Help 2.0*, and *WriterKey*.
- Opportunities to partner with other companies in the Macmillan family, include our trade publishers, Hayden-McNeil custom publishing, Reef, Intellus, and more.

Innovative Curriculum Solutions

The Best of Macmillan—to help you create a culture of writing at your institution. Whether you teach at a two- or four-year school, Bedford/St. Martin's appreciates the challenge you face in finding course content that meets the needs of your faculty and students explicitly. We offer a unique approach to customization that makes it possible to build a curated solution for you, combining these assets:

- Your proprietary materials—from student essays to course requirements and assignments
- Bedford/St. Martin's author-developed, editorially vetted, customer approved textbook content
- Powerful yet easy-to-implement digital tools that help you provide focused, individualized instruction to each student
- The work of acclaimed writers from our sister trade imprints at Macmillan Publishers
- The expertise and guidance of Hayden-McNeil (Macmillan Curriculum Solutions)

Together, these elements offer an extraordinary menu from which to assemble affordable resources for your students. In addition, you can realize revenue for your program via royalties, support faculty development aligned with course outcomes, and bring in a visiting writer or scholar connected to our publishing network.

Most of all, you can create a culture of writing at your institution, attracting future students and educators. Macmillan Publishers includes: St. Martin's Press; Farrar, Straus & Giroux; Henry Holt; and Graywolf, among others.