

*developing resources for your
changing educational
environment*



www.cambridge.org/learning

What is Cambridge Learning?

Cambridge Learning is a new initiative from Cambridge University Press, dedicated to the development of resources for a changing educational environment.

Cambridge Learning combines products and services from three of our main areas of expertise: English Language Teaching, Education, and electronic products developed by Cambridge–Hitachi. This enables us to provide a range of high quality blended learning and teaching materials which we can customise to suit your individual needs. Our partnerships with organisations such as Cambridge Assessment and Ministries of Education worldwide mean we can offer a range of services including the development of resources to support local examinations and international education.

Cambridge Learning for Schools and Colleges

Cambridge University Press is a leading educational publisher in the UK, Africa and Australia, producing high quality, curriculum-based material for school pupils aged 4–18. The reputation of the Cambridge education list is built on extensive knowledge of education markets and local curriculum developments, and is strong internationally with programmes aimed at international qualifications.

Cambridge English Language Teaching

Cambridge University Press is a market leader in English Language Teaching material. Our publishing includes best-selling courses and grammar books. These learning materials exemplify the leading edge of English teaching methodology and the quality of our ELT list is universally acknowledged by the teaching profession for both British and American English.

Cambridge–Hitachi

Cambridge University Press and Hitachi Software Engineering have teamed up to create a dynamic joint venture company committed to producing a range of curriculum-based software to meet the changing needs of teachers worldwide. We offer a wide range of products for use on interactive whiteboards and for online delivery.

About Cambridge University Press

Cambridge University Press publishes the finest academic and educational writing from around the world.

Over the past 400 years, Cambridge University Press has developed a reputation as a world-leading academic and educational publisher. As a department of the University of Cambridge, and as the oldest printer and publisher in the world, our purpose is to advance learning, knowledge and research worldwide.

www.cambridge.org/learning



What can Cambridge Learning do for you?

As the demand for blended learning grows, and learning environments become more flexible, our expertise in print and electronic publishing can provide you with customised solutions for a wide range of educational projects.

We have worked with a number of educational institutions including Local Education Authorities in the UK, Ministries of Education and other partners worldwide, providing research, content and technical expertise to create a variety of leading-edge publishing programmes.

Current project partnerships include:

Obeikan

Obeikan Research and Development, a leading Saudi educational company, and Cambridge Learning have agreed to form a joint venture to improve the learning and teaching of the English Language in the Arab region. The joint venture will provide market-specific ELT integrated solutions to Ministries of Education and schools. The solutions include text books, supplementary learning materials, e-learning, multimedia, training and assessment.



www.ord.com.sa/english

Intel

Intel and Cambridge Learning are collaborating in the development of digital education worldwide. Among the partnership initiatives are the commitment to create new digital education usage models, the pursuit of development opportunities presented by government and donor agencies, and participation in corporate social responsibility activities. Cambridge-Hitachi is one of the few publishers whose content is used as exemplars on the Intel skool™ platform (www.skool.com).



www.intel.com

The Global eSchools and Communities Initiative (GeSCI)

Cambridge Learning is lead content partner in the GeSCI project, a UN-funded initiative to advance the agenda for e-learning in the developing world. By providing tailored e-content and supporting the creation of the E-Learning Asset Network (ELAN), Cambridge Learning is helping schools in Namibia and India to gain online access to high quality learning objects in support of their educational programmes.



www.gesci.org

Microsoft

Microsoft Learning Essentials, a free plug-in to the Microsoft Office suite, now features teaching and learning templates supplied by Cambridge-Hitachi. Discussions are taking place on a number of further initiatives, including case studies to be showcased on Microsoft's Innovative Teacher's Network, a website designed to provide examples of best practice to aspirational teachers.



www.microsoft.com/emea/education



Over 3 million copies of Cambridge School Shakespeare are now in use worldwide



The renowned School Mathematics Project materials have been published by Cambridge for over 30 years

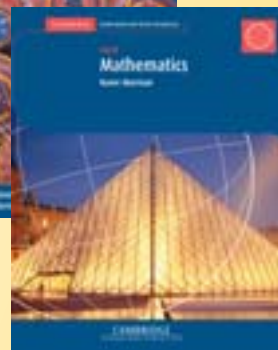


Cambridge Learning for Schools and Colleges

Curriculum publishing for the global classroom

Over 150 years we have developed core strengths in publishing high quality, curriculum-based materials for school students aged 4 to 18 in UK and international schools. We publish a range of materials for science, mathematics and English including the renowned Cambridge School Shakespeare.

At the heart of our business is our commitment to the future of education. We are at the forefront of curriculum developments and educational change worldwide and are addressing key issues such as e-assessment and personalised learning. We have considerable experience working with high-profile authors and educational consultants, as well as government bodies and assessment agencies to create high quality educational packages.



Our strengths in science publishing are reflected in our new blended resources for the OCR and AQA examinations

Our relationship with Cambridge Assessment has led to quality endorsed publishing for Cambridge International Examinations



Developing a blended English language learning solution tailored to Italian universities



The first ELT publisher to offer whiteboard components for courses



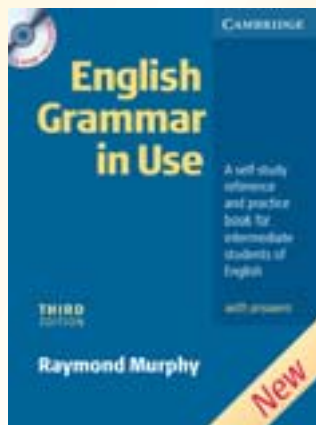
Engaging ELT materials whatever your age

Cambridge English Language Teaching

Leading the way in English Language Teaching methodology

As a leading publisher of English language teaching and learning materials, Cambridge English Language Teaching provides a range of resources for learners of British and American English from kindergarten to adult. Our extensive publishing programme includes award-winning multimedia materials such as CD-ROMs, web-based resources, whiteboard software, videos and audio material as well as high quality books.

Cambridge English Language Teaching is represented by a team of experienced professionals worldwide. We offer tailored solutions combining high quality print and electronic resources to meet the needs of our customers. We publish schoolbooks with instructions in the local language for example, and bilingual teacher's books written specifically for local schools. We work in partnership with our customers and other organisations such as Cambridge ESOL to provide the best solution for you. We are always searching for new opportunities to work with new partners to offer you appropriate learning solutions.



Over 15 million copies of this best-selling grammar book have been sold worldwide



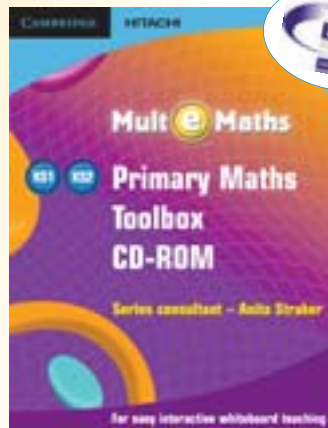
Cambridge–Hitachi

Where learning and technology connect

Cambridge University Press and Hitachi Software Engineering have teamed up to create a dynamic company committed to producing a range of curriculum-based software to meet the changing needs of teachers worldwide.

Cambridge–Hitachi is at the forefront of e-learning developments. We are experts in the creation of CD-ROMs for interactive whiteboards. Our Mult-e-Maths Toolbox CD-ROM was, for example, recently nominated for a prestigious BETT Award. We can also offer tailored solutions for the production of online content. One such project is our partnership with the London Grid for Learning (UK), where we have successfully supplied online mathematics content to over 350,000 London school children via a regional broadband network.

As the demand for e-learning grows, and learning environments become more flexible, we can provide you with the research, content and technical expertise you need to fulfil your project requirements.



'Mult-e-Maths is extremely well designed and researched. It makes the best possible use of interactive technology'

Quarry Mount Primary School, Leeds



'I was captivated by the imaginative and innovative techniques and i-read will really help to move on the reading and writing agenda at the school'

Trevor Bradbury (Head Teacher), Brady Primary School, Rainham, Essex



Cambridge Learning Around the World

We monitor and respond to educational changes and reforms, through our established worldwide network, in order to provide our customers with locally tailored solutions.



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