



Cambridge University Press Launches New Global Learning Brand

Cambridge University Press, one of the world's largest academic publishers and a global leader in English Language Teaching, announces the launch of "Cambridge Learning", a major new initiative dedicated to providing cutting edge resources for the world's education markets.

The new £60m brand brings together three parts of the business under one banner – **English Language Teaching, Education** and **electronic products** – to create a one-stop solution for governments, educators and learners worldwide.

At the heart of Cambridge Learning's offering is the organisation's ability to provide 'blended' learning, including content creation and resources to support examinations as well as publishing teaching materials and text books.

The new organisation will promote Cambridge University Press's formidable technological ability – and pioneer new ways of providing education materials (i.e. "just-in-time, just-enough learning").

New partnerships with organisations including **Microsoft** and **Intel** are at the heart of the Cambridge Learning strategy. It is also the lead content partner for the **United Nation's** Global schools and Communities Initiative (GeSCI).

A raft of new joint ventures will build Cambridge Learning's local presence in international territories. For example, The Press recently signed an agreement with Obeikan Research to create tailored materials for the Ministries of Education and Schools in the Arab speaking world.

Andrew Gilfillan, Managing Director of Cambridge Learning said, "Competitive and economic forces require a leaner, more agile organisation with a clear brand identity. The Cambridge name is known and respected around the world and represents a huge brand asset, especially in markets such as India, Africa and the Middle East where the enormous demand for English Language learning material is matched by the rising need for education provision as a whole."

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