Why Digital Matters

Making learning convenient and flexible for students means empowering them to study when and how they want. With 84% of college students preferring a blended learning environment, and 78% agreeing that technology contributes to successful learning,1 students clearly want to study online and on their mobile phones. Research shows they’re right.

1 EDUCAUSE Student Study 2016

MindTap propels students from memorization to mastery. Available for nearly 1000 courses, MindTap gives you complete ownership of your content and learning experience. Customize the interactive syllabi, emphasize the most important topics, and add your own material or notes in the ebook. The outcome-driven application helps you challenge every student, build their confidence, and empower them to be unstoppable.

Now in MindTap! YouSeeU uses the power of digital video to engage students in and outside of class. YouSeeU facilitates a variety of oral communication activities through robust sharing, feedback, and grading options.

Now in MindTap! Help students write effectively without adding to your workload! Write Experience uses artificial intelligence to score student writing instantly and accurately. It also provides students with detailed revision goals and feedback on their writing, to help them improve written communication and critical thinking skills.

4LTR Press is a fully mobile learning solution that meets the study needs of today’s on-the-go learners—freeing instructors to spend more class time teaching vital problem-solving and critical-thinking skills. Based on abundant student research, 4LTR Press delivers innovative tools to foster classroom success.

Visit cengage.com/bcomm/cg and search by ISBN to request complimentary online review copies and find information on online solutions, supplements, bundles, and alternative formats. Or contact your Learning Consultant at 1-800-423-0563.
EARN BETTER GRADES.

Students using MindTap from Cengage to supplement print course materials performed better than those using print alone.² Want to learn more? Visit cengage.com/mindtap for more info and to see what online options are available for your course.

² Actual student performance data.

PERSONALIZED SERVICES

Take advantage of our personalized services, designed to meet your needs and those of your students, so you’ll be confident and ready to go come the first day of class. From hands-on help with course set up, to proactive support throughout the term, we’re committed to delivering you a successful digital experience. Visit our Partnership Pledge page to learn more, then contact your Learning Consultant to craft your personalized Pledge today.

cengage.com/partnership-pledge