



27 June 2003

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PEARSON PLC

80 STRAND
LONDON WC2R 0RL

TELEPHONE +44 20 7010 2000
FACSIMILE +44 20 7010 6060
www.pearson.com

Pearson plc

Submission Pursuant to Rule 12g3-2(b) under the
Securities Exchange Act of 1934 - File number: 82-4019

Dear Sirs

On behalf of Pearson plc, a company duly organised under the laws of England and Wales (the "Company"), I am furnishing the following information pursuant to Rule 12g3-2(b) (1) (iii) under the United States Securities Exchange Act of 1934 (the "Act") in order to maintain the Company's exemption from the reporting requirements of Section 12 (g) of the Act available to foreign private issuers pursuant to Rule 12g3-2(b) thereunder:

1. Press Releases –

- *Pearson Education combines two key businesses.....*
- *Madonna's book, The English Roses, is expected.....*
- *Dinosaurs to Meteors: Pearson Education Launches.....*
- *Investor briefing: the college market*
- *2002 Interim results: Segmental analysis*
- *Presentation to Lehman Brothers*

SUPPL

Any questions concerning this submission may be directed to me at the address and telephone number above.

Please acknowledge receipt of this letter by stamping and returning the enclosed duplicate of this letter to me in the enclosed self-addressed stamped envelope.

Very truly yours

C. Abraham

p.p.
Julia Casson
Company Secretary

Securities and Exchange Commission
450 Fifth Street, N.W.
Washington, D.C. 20549
Attention: Office of International Corporate Finance
Division of Corporation Finance
Mail Stop 3-9

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[home](#) > [media](#) > [press releases](#)[Media](#)[Press releases](#)[Press kit](#)[Presentations](#)[Company press offices](#)[Media contacts](#)

Press releases

[print version](#)

29 May 2003

Pearson Education combines two key businesses to create largest digital learning company serving K-12 education

Upper Saddle River, NJ - Pearson Education today announced it will combine two of its key companies in a move to further advance Pearson's leadership position in the K-12 education technology solutions market.

Pearson Education Technologies and Pearson Digital Learning (PDL), both based in the metro-Phoenix area, will be joined under the Pearson Digital Learning name effective immediately. With some 1,000 employees and \$225 million in revenues, the new Pearson Digital Learning will be headed by Jack Lynch, currently president and chief executive officer of Pearson Education Technologies. Bob Roliardi, who for the last seven years headed the Pearson business unit responsible for the market success of Waterford Early Reading™, becomes the new company's senior vice president of sales and marketing.

"Pearson Education has some of the most powerful digital learning and administrative brands in the education market -- SuccessMaker®, Waterford Early Reading and Math, NovaNET®, the SASIxp™ series, KnowledgeBox™ and the new Concert™ Instruction & Assessment, among others. But currently they fall under two separate organizations," said Steven A. Dowling, executive vice president of Pearson Education. "Combining the people and intellectual assets from both, under common leadership and direction, creates a big opportunity for Pearson to better realize the potential of linking assessment, instruction, and student improvement. More importantly, it allows us to offer customers a higher level of service and support."

Thanks in no small part to the Federal "No Child Left Behind" Act signed into law last year, demand for digital products in the K-12 market continues to grow at a record pace. To help schools meet these new requirements, however, products must assist in gathering and reporting critical data, and use proven research-based methods that raise student achievement in core subjects, among other things. Further, with stringent reporting deadlines just around the corner, schools don't have the time -- or inclination -- to bet on new or unproven programs. They need solutions that have already proven to be successful, and from companies they can depend on.

"Pearson Education has invested millions of dollars in recent years in building and enhancing technology-based solutions that have shown themselves time and time again to help educators and students achieve success," said Lynch. "Digital-based products are absolutely essential in helping schools, especially with the new, advanced accountability requirements. By combining these two companies, we will make it even easier for schools to access solutions that meet all their needs."

About Pearson Digital Learning

With more than 40 years of experience in developing, delivering, and supporting curriculum, assessment, and enterprise data management products, Pearson Digital Learning is the leader in offering comprehensive solutions for preK-12 education. Reaching more than 20 million students annually, our products include the SASIxp student information system, SuccessMaker Enterprise and NovaNET comprehensive courseware systems, KnowledgeBox digital learning system, and Concert Instruction & Assessment. Pearson Digital Learning is also the exclusive distributor for the Waterford Early Reading Program and Waterford Early Math & Science Program™, both created by the Waterford Institute.

Pearson Digital Learning is part of Pearson Education (NYSE: PSO), the world's leading integrated education company.

More information can be found at:
<http://www.PearsonEdTech.com/> or
<http://www.PearsonDigital.com/>.

About Pearson Education

Educating 100 million people worldwide, Pearson Education is the global leader in integrated educational publishing. With brands like Pearson Prentice Hall, Pearson Scott Foresman, Pearson Longman, Pearson Skylight, Pearson Digital Learning, and many others, Pearson Education provides quality content, assessment tools, professional development, and educational services in all available media, spanning the learning continuum from birth through college and beyond.

Pearson Education is part of Pearson (NYSE: PSO), the international media company, whose primary operations also include the Financial Times Group and the Penguin Group.

Further information

Leslie Eicher
Eicher Communications
14-965-1776 or Leslie@EicherCommunications.com

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[↑ Top of page](#)

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MEDIA

PEOPLE

COMMUNITY

home > media > press releases



Press releases

[print version](#)

Media

▶ Press releases

Press kit

Presentations

Company press
offices

Media contacts



30 May 2003

Madonna's book, *The English Roses*, is expected to be the widest simultaneous multi-language release in publishing history

Madonna's illustrated storybook series to debut on September 15, 2003 worldwide in more than 100 countries

New York, New York - Madonna is poised to make book publishing history when *The English Roses*, the first title of the original series of five illustrated storybooks, all of which were written by her, is published in hardcover globally on September 15, 2003. It is anticipated that upon publication date, Callaway Editions and Penguin Group, in association with some of the most prestigious literary publishers in the world, will release Madonna's book simultaneously worldwide in 42 language editions in more than 100 countries. *The English Roses* is a story for young readers about friendship, jealousy, sleepover parties, and fairy godmothers with stunning full-color illustrations throughout.

Each of these books will feature exquisite illustrations by internationally acclaimed artists. The identity of the illustrator of *The English Roses* will be revealed on the book's publication date on September 15th. The title and publication date of the second book in the series will also be announced upon publication of the first book.

International rights have been arranged by Andrew Wylie of The Wylie Agency, New York and London, who also represented Callaway Editions in New York when the English language rights to the five books were acquired by Penguin Group in March 2003.

To date, the list of preeminent publishers globally includes Albatros (Czech Republic), Alma Littera (Lithuania), Aschehoug (Norway), Bokadeild Foroya Laerafelags (Faroe Islands), Callaway (United States), CITIC/Liaoning Education Press (China), DestinoPlaneta Group (Spain/Latin America/Catalan), Dom Quixote (Portugal), Egmont Richters (Sweden), Mag og Mennig (Iceland), EKSMO (Russia), Feltrinelli (Italy), Forum (Denmark), Gallimard (France), Grimm (Taiwan), Hanser (Germany), Iletisim (Turkey), Izvori (Croatia), Kibea (Bulgaria), Kinneret (Israel), Magyar Konyvklub (Hungary), Nanmeebooks (Thailand), Penguin UK (United Kingdom), Psychogios (Greece), Rao (Romania), Rocco (Brazil), Scholastic Canada (French Canada), Scholastic en Espanol (Spanish language in the U.S.), Vale Novak (Slovenia), Vassallucci (Holland), WSOY (Finland) and Zysk (Poland).

Nicholas Callaway, Editor and Publisher, Callaway Editions, Inc., comments, "The quality, beauty and timelessness of Madonna's stories evidently have struck a chord with some of the world's most expert children's publishers. It's hardly news that Madonna knows how to communicate. Now thanks to this global network of publishing partners that have joined together, we

will have a new generation throughout the world that will know Madonna as an inspiring storyteller."

In the U.S., the titles will be published by Callaway Editions, the distinguished illustrated book publisher, and distributed by Penguin Group (USA). The projected first printing in the U.S. will be 400,000 copies. In all other English language markets, the books will be published by Puffin, the children's imprint of Penguin Group (UK).

Hedwige Pasquet, Managing Director of Gallimard Jeunesse, the renowned French publisher, says, "To be a part of an international publishing phenomenon of this magnitude and quality is exciting and wonderful. It's not very often that so many prestigious publishers come together and share a common global passion and vision for a series of books."

Doug Whiteman, President, Penguin Young Readers Group in the U.S., comments, "We are extremely excited to be a part of this landmark publishing event. My colleague, Francesca Dow, her Puffin team, and the entire Penguin Group share this enthusiasm as we look forward to the worldwide launch of Madonna's storybook series. "

Notes

Penguin Group (USA) had three #1 New York Times best-selling Young Readers titles in 2002, including two titles by celebrated picture book author Jan Brett and one by Brian Jacques. Other best-selling Penguin Young Readers Group authors include Judy Blume, Eric Carle, Tomie dePaola, Roald Dahl, Eric Hill, Don Freeman, Hardie Gramatky, Robert McCloskey, A.A. Milne, Richard Peck, Patricia Polacco, and dozens of other popular authors. Penguin Group (USA) Young Readers perennial favorites include *The Little Engine That Could* and the Nancy Drew and Hardy Boys series.

Puffin is the UK's leading publisher of children's books and one of its best-loved brands. The publishing programme spans illustrated books for the very young through to teenage fiction, poetry and non-fiction. Puffin publishes an award-winning range of best-selling authors, including Janet and Allan Ahlberg, Eric Carle, Eoin Colfer, Roald Dahl, Anne Fine, Dick King-Smith and Melvin Burgess. Puffin is part of Penguin Group (UK).

The Penguin Group is part of Pearson plc, the international media company.

Callaway is a brand name, illustrated book publisher with a worldwide reputation for its state-of-the-art visual books. Callaway titles have included some of the most highly acclaimed illustrated books of our time, including such titles as the best-selling *Miss Spider* series, written and illustrated by David Kirk, Hilary Knight's *When I Have a Little Girl/When I Have a Little Boy*, Georgia O'Keeffe: *One Hundred Flowers*, and Irving Penn's *Passage*.

Callaway's 3-D computer-animated television special, *Miss Spider's Sunny Patch Kids*, debuted on Nickelodeon in March. Callaway's Sunny Patch brand of children's lifestyle products has just launched at 1,150 Target Stores across the United

States.

Further information

Marilyn Ducksworth, (212) 366-2564 for Penguin Group (USA)
Marilyn.Ducksworth@us.penguin.com

Joanna Prior, 011 44 020 7010 3250 for Penguin Group (UK)
Joanna.Prior@penguin.co.uk

Kathryn Bradwell, (212) 798-3165 for Callaway Editions, Inc.
Kathryn_Bradwell@callaway.com (www.callaway.com)

[▲ Top of page](#)

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PEOPLE

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[home > media > press releases](#)

Press releases

[print version](#)

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▶ Press releases

Press kit

Presentations

Company press
offices

Media contacts



05 June 2003

Dinosaurs to Meteors: Pearson Education Launches Pi Press, A New Science Imprint

Upper Saddle River, NJ - Pearson Education, the world's largest educational publisher, announced the creation of a new science imprint-Pi Press-at the 2003 Book Expo America in Los Angeles. The trade science list is the latest imprint of Pearson Technology Group (PTG), a business of Pearson Education (NYSE: PSO). Pi Press will draw upon PTG's vast network of professional scientists and educators to create compelling science books for a mass audience. PTG represents the publishing industry's leading imprints for authoritative and cutting-edge technical and professional information.

The inaugural signing on the list is a definitive and full-color exploration of the lives of the largest animals to ever fly-the "winged dinosaurs" of B-movie legend and paleontological fact. PTEROSAUR: Flying Dragons of Deep Time, by David Unwin, Curator of Fossils at the Humboldt Museum in Berlin, will be published in the fall of 2004.

"Our plan to utilize Pearson Education's academic and trade networks is already bearing fruit," said Pi Press Executive Editor, Stephen Morrow. "We are building books that will arrest the attention of the general science reader with great writing, authority, and all the beauty of science."

In Fall 2003, author Fred Adams' special brand of playful brilliance returns in OUR LIVING MULTIVERSE: A Book of Genesis in 0+7 Chapters-to be published in paperback. In addition, the most famous astronomical reference in the world, NORTON'S STAR ATLAS- first published in 1910- will be revised and reissued to provide astronomy enthusiasts with a newly redesigned update on a perennial classic. Pi Press is expected to produce approximately twenty new titles each year.

"Trade science publishing is an exciting business space and Pearson's solid academic and professional networks will enable us to flourish within it," adds Morrow. "We intend to grow our market share of highly educated readers and capture a large general readership with an innovative, engaging, and compelling list of superb writing on a wide range of scientific subjects."

PTG has built its success on providing information technicians, engineers, and strategic managers with world-class content and digital products. Other imprints include Peachpit Press, Adobe Press, Financial Time Prentice Hall, Cisco Press, Addison-Wesley Professional, and others.

About Pearson Education

Educating 100 million people worldwide, Pearson Education is the global leader in educational publishing. With brands such as Pearson Prentice Hall, Pearson Longman, Pearson Addison Wesley, and many others, Pearson Education provides quality content, assessment tools and educational services in all available media, spanning the learning curve from birth through college and beyond.

Pearson Education is part of Pearson (NYSE: PSO), the international media company. Pearson's primary operations also include the Financial Times Group and the Penguin Group.

Further information

Dana Filippone
Pearson Education
201-236-7102

→ search for more press releases

All Dates

All categories

Go

[^ Top of page](#)

search press releases:

Go

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INVESTORS



MEDIA

PEOPLE

COMMUNITY

home > media > press releases



Press releases

[print version](#)

Media

▶ Press releases

Press kit

Presentations

Company press
offices

Media contacts



10 June 2003

Investor briefing: the college market

On Tuesday 10 June Pearson held a briefing for analysts and investors on our higher education business.

Will Ethridge, president of Pearson's higher education and international businesses, talked about the growth of the college market and its prospects. He was joined by Pearson chief executive Marjorie Scardino to take questions after the event.

An interview with Will Ethridge and an on-demand audiocast of the event are available [here](#) .

→ [search for more press releases](#)

Go

 search press releases:

Go

[▲ Top of page](#)

home > investors > press releases



[Investors](#)

[Our financial goals](#)

[Financial highlights](#)

[Share information](#)

[Shareholder services](#)

[Financial calendar](#)

[M & A activity](#)

[Press releases](#)

[Presentations](#)

[Annual reports](#)

[Email news](#)

[Contacts](#)

[Other public companies](#)

Press releases

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25 June 2003

2002 Interim results: Segmental analysis

Pearson, the international media company, will release its interim results for the six months ended 30 June 2003 on Monday 28 July 2003.

Ahead of the interim announcement, we are providing our divisional results for the first half of 2002 based on the segmental analysis introduced for the 2002 preliminary results. This analysis provides a more detailed profits breakdown for Pearson Education, our largest division, and includes the results of our internet enterprises within their base businesses.

The 2002 results are as follows:

Pearson Education

£ millions	2002 half	2002 full year
	year	
Sales		
School	519	1,151
Higher Education	222	775
Professional *	285	784
FT Knowledge **	23	46
Total	1,049	2,756

Operating profit/(loss)

School	12	115
Higher Education	(32)	142
Professional *	29	81
FT Knowledge **	(9)	(12)
Total	0	326

* At the start of 2003, we moved our Alpha publishing imprint from Pearson Education's Professional division to Penguin. In 2002, Alpha had full-year sales of approximately £19m and profits of £8m.

** In January 2003 we restructured FT Knowledge, selling its corporate training arm and integrating its remaining businesses within the FT and government solutions.

Financial Times Group

£ millions	2002 half	2002 full year
------------	-----------	----------------

	year	
Sales		
Financial Times	115	224
Other FT Publishing	55	105
Recoletos	74	148
IDC	126	249
Total	370	726
Operating profit / (loss)		
Financial Times	(11)	(23)
Other FT Publishing	6	10
Recoletos	14	29
IDC	35	70
Associates and joint ventures	(6)	(6)
Total	38	80

Notes

The 'as-reported' 2002 results for Pearson Education and the FT Group were:

Pearson Education

£ millions	2002 half year	2002 full year
Sales		
US School	394	892
US College	158	624
US Professional	232	645
International	242	549
Pearson Education	1,026	2,710
FT Knowledge	23	46
Total	1,049	2,756
Operating profit/(loss)		
Pearson Education	0	326

Financial Times Group

£ millions	2002 half year	2002 full year
------------	-------------------	----------------

Sales		
Non-internet	347	678
Internet enterprises	23	48
Total	370	726

Operating profit / (loss)		
FT Newspaper	7	1
Other FT Publishing	7	13
Recoletos	14	29
Interactive Data Corporation	37	74
Associates and joint ventures	(3)	(3)
Internet enterprises	(24)	(34)
Total	38	80

Further information

Luke Swanson + 44 (0) 20 7010 2313

[^ Top of page](#)

home > media > press releases

Pearson Education

Financial Services Group

Penguin Group

Press releases

[print version](#)

12 June 2003

Presentation to Lehman Brothers European Media Conference

[This presentation is available for download \(5.14Mb\).](#)

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Go

[▲ Top of page](#)

- Media
- ▶ Press releases
- Press kit
- Presentations
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**Lehman Brothers
European Media Conference**

New York
12 June 2003

Agenda

▶ Overview

▶ No Child Left Behind

▶ Higher Education

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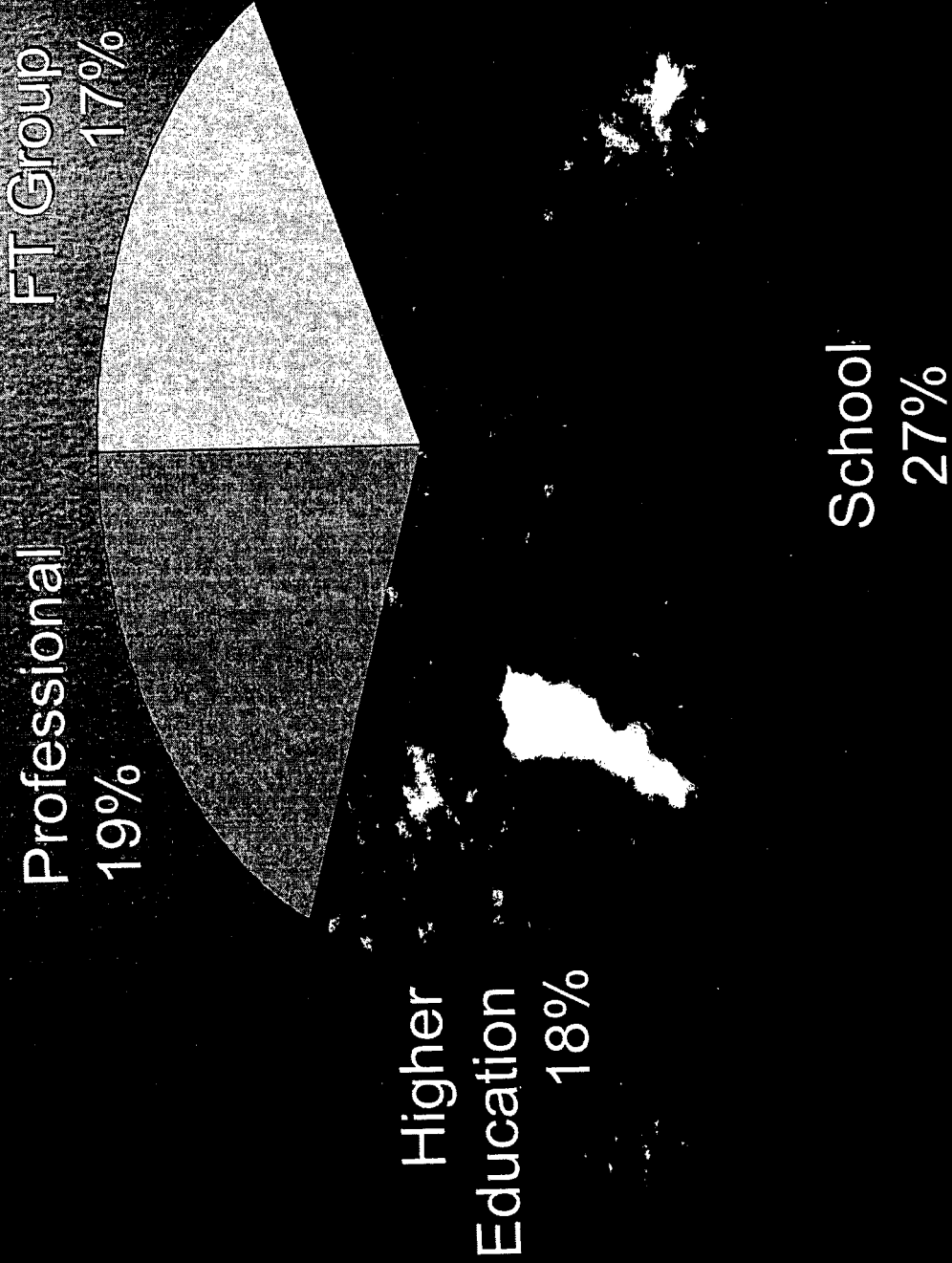
Peter Jovanovich

Sandy Kress

Will Ethridge

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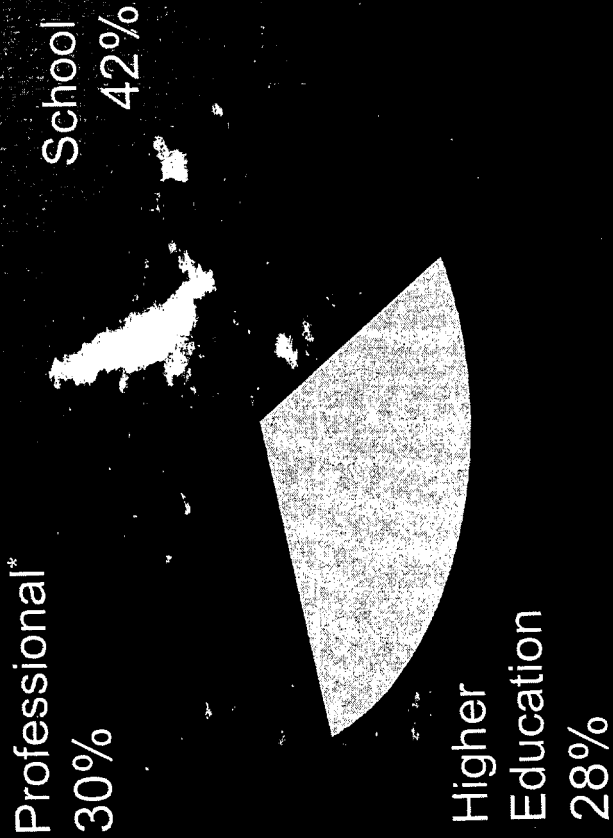
2002 revenues: \$6,995m



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Our position

2002 revenues : \$4,437m



▶ The world's leading education company

▶ #1 in US School, US Higher Education and outside the US

▶ Leading in publishing, testing and technology

* FTK revenues included in Professional

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The funding environment

- ▶ Fragmented market
- ▶ Fiscal pressures will linger, but states protect spending that drives standards
- ▶ NCLB will mitigate pressures and boost recovery
- ▶ College remains robust

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The funding environment

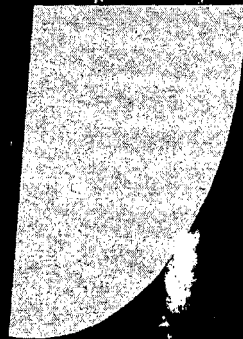
- ▶ Fragmented market
- ▶ Fiscal pressures will linger, but states protect spending that drives standards
- ▶ NCLB will mitigate pressures and boost recovery
- ▶ College remains robust

School: our position

2002 revenues : \$1,853m

US Testing
and Software
27%

US Publishing
50%



International
and ELT 23%

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- ▶ Integrated school company:
#1 in publishing, testing and technology
- ▶ World's #1 publisher in English Language Teaching

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Education

**Lehman Brothers
European Media Conference**

New York

12 June 2003

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Education

Sandy Kress

**Former Education Adviser
to President Bush**

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Education

**Lehman Brothers
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No Child Left Behind

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- ▶ Reading
- ▶ Testing
- ▶ Teacher development
- ▶ Accountability

Reading First

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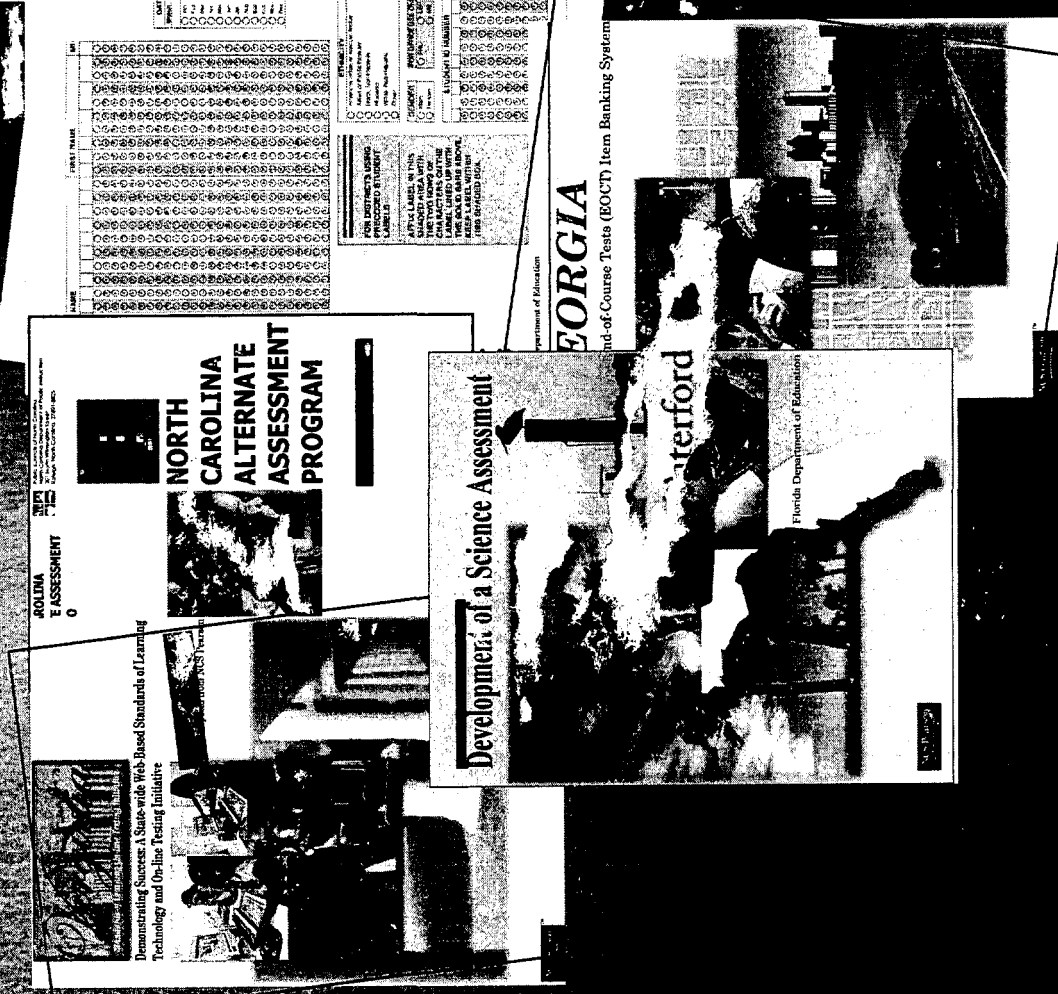


- ▶ Strong position in basal K-6 with Scott Foresman Reading
- ▶ Scientifically-based curriculum
- ▶ #1 in electronic reading programs: Waterford, SuccessMaker

Testing and Assessment

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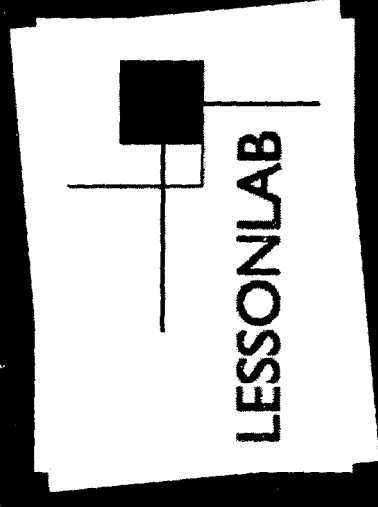
- ▶ 54% market share
- ▶ Contracts with 20 states including CA, FL, TX
- ▶ Contract with Dept of Education for the National Assessment of Educational Progress



Teacher professional development

- ▶ Leader in K-12 professional development
- ▶ Content, courses, masters programs, in-district training
- ▶ Web-based learning programs
- ▶ Research, software, consulting services

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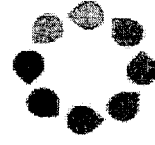


Accountability

- ▶ Enterprise software in more than 40% of US schools
- ▶ Integrated curriculum, assessment and performance data
- ▶ Enables districts to report on Adequate Yearly Progress

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SAS | *xp*[™]



Concert[™]
Instruction &
Assessment

PEARSON
Education

**Lehman Brothers
European Media Conference**

New York
12 June 2003

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Our position

Revenues : \$4,437m

Profits : \$525m

School *
35%

Professional
21%

School
42%

Professional*
30%

Higher
Education
44%

Higher
Education
28%

* FTK losses included in Professional; internet losses in School

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Education

Will Ethridge

President
Higher Education and International

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Themes

- ▶ US Higher Education is a growing and stable business
- ▶ Pearson is the clear leader
 - breadth and quality of products
 - strength of sales force
 - leadership in use of technology
 - cost advantages

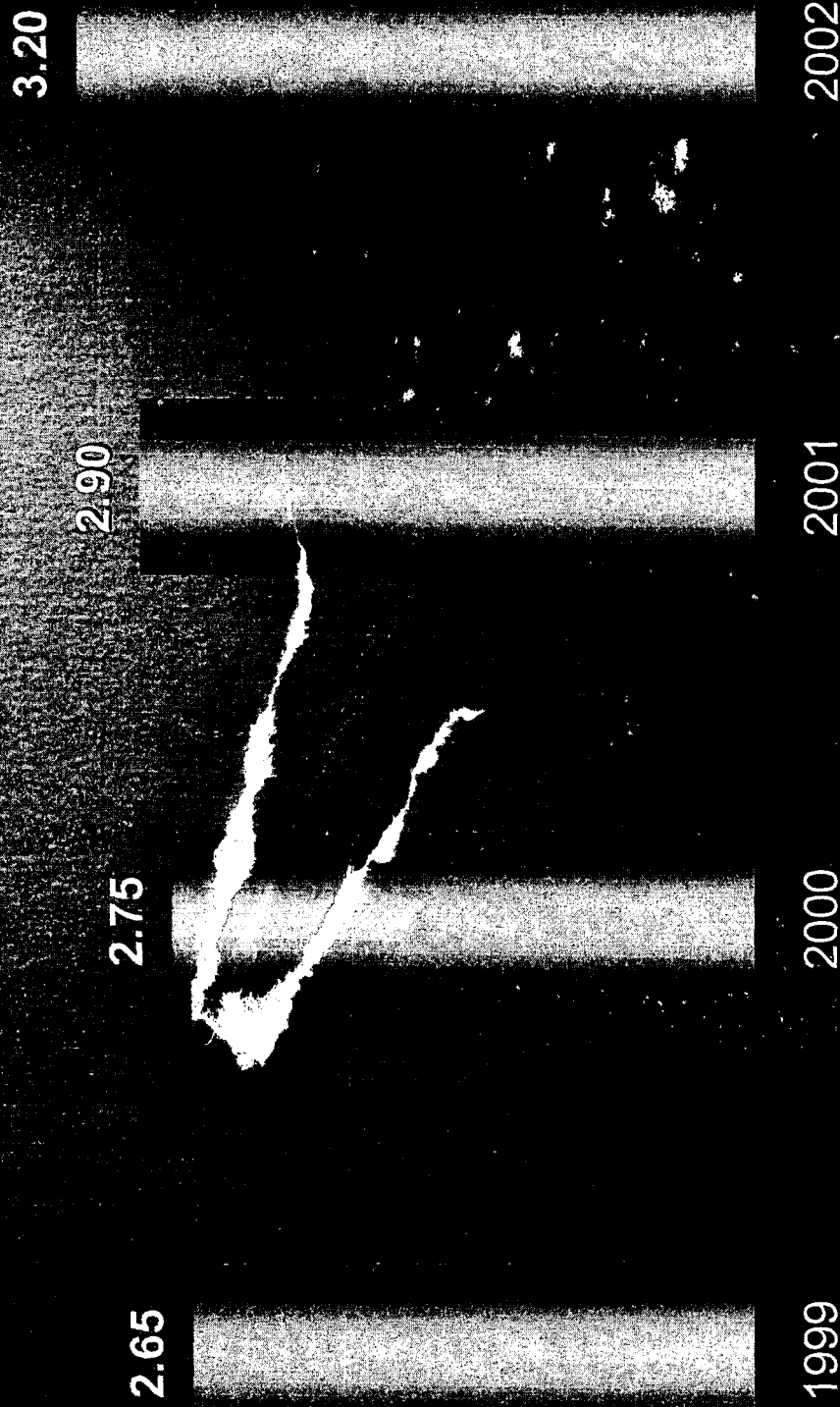
Industry trends

- ▶ Knowledge economy fuels demand
- ▶ Strong enrollment growth at community colleges and proprietary schools
- ▶ Stable industry, mildly counter-cyclical
- ▶ Benefits from favorable demographics
- ▶ Steady 5 – 7% growth

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US Higher Education market

Total gross sales, \$bn



Source: Management Practice Data

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The sales process (US)

Sales Rep

Professor

College
book store

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US Higher Education textbook market



Source: SIMBA, The College Publishing Market

Pearson US Higher Education overview

- ▶ Net revenue increased from \$277m in '98 to \$940m in '02
- ▶ Underlying CAGR of 8.0%
- ▶ 14% revenue growth in '02 vs. industry growth of 8%

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Pearson

PEARSON

Addison
Wesley

PEARSON
and
AF

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Benjamin
Cummings

PEARSON

Longman

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Custom
Publishing

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Pearson is the market leader



(#1)
Pearson
Education
34%

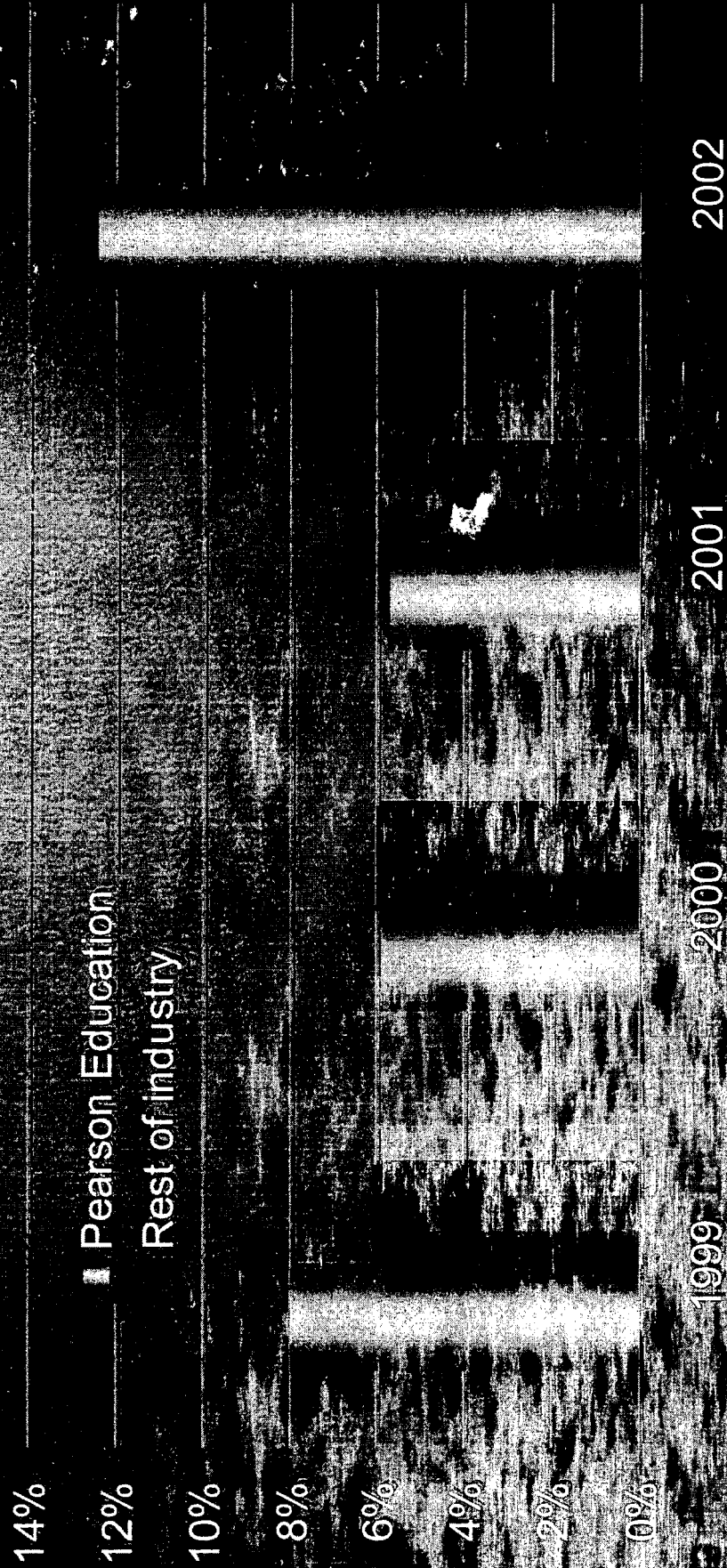
Thomson (#2)
25%

US Higher Education Sales Source: Monument Information Resources (MIR)

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Growing ahead of the market

% change in gross sales vs. prior year



Source: Management Practice Data

Two great companies

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Prentice Hall

- ▶ Business
- ▶ Science and technical
- ▶ Liberal Arts
- ▶ Career and technology

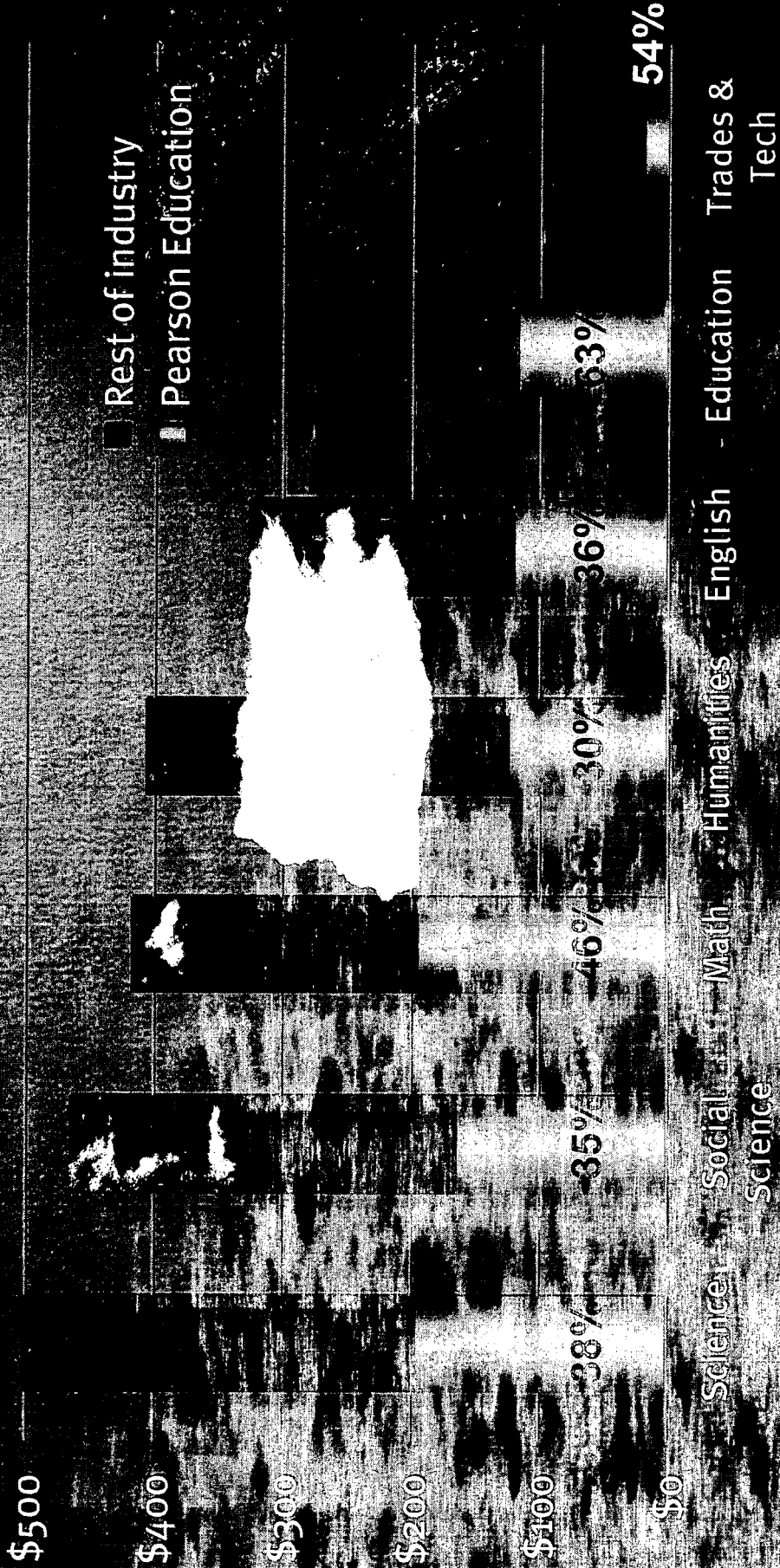
Addison Wesley Higher Ed

- ▶ Addison Wesley: quantitative sciences
- ▶ Benjamin Cummings: life and physical sciences
- ▶ Allyn & Bacon: education and social sciences
- ▶ Longman: humanities

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#1 in key disciplines

Est. 2002 retail sales, new + used, through college bookstores



Source: Monument Information Resources data

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Professors are the centre
of Pearson's focus

Prentice Hall

Custom

AWHE

Professor

Pearson resources

543 reps

40 custom reps

61 sales specialists

208 marketing

Competition

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The Pearson advantage

- ▶ Drive share and improve retention
 - custom, technology and value pack programs
- ▶ Increase sales through multi-market reach
- ▶ Drive down costs through scale advantages
- ▶ Superior organizational expertise and talent
 - share best practices

Custom publishing

Types of custom

▶ Original material

▶ Database custom

▶ Derivative custom blend

Advantages

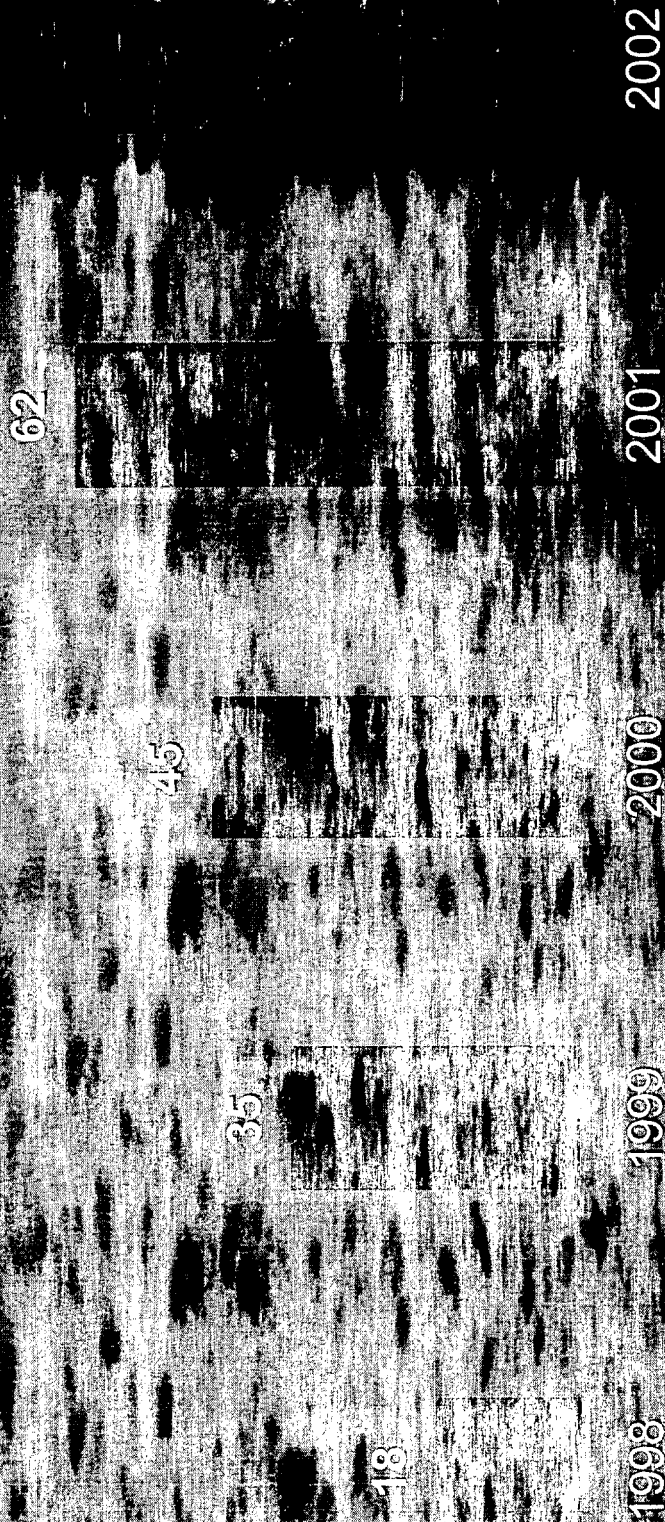
▶ Drive share gain

▶ Good retention

▶ Low returns

▶ Strong margins

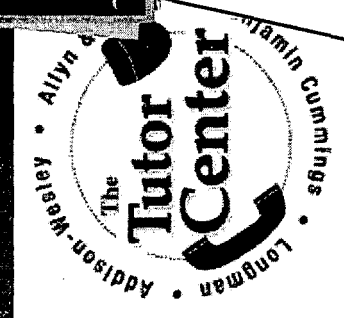
Growth in custom Sales \$m



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Value pack advantages

- ▶ Integrates print and technology
- ▶ Enables course management, testing, research
- ▶ Replaces used books



Course Compass



Research Navigator - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Home Research Process Finding Sources

Pearson's new Research Navigator™ is the easiest way for students to start a research

New Users

PEARSON

Growth in value packs

Sales \$m

424

353

255

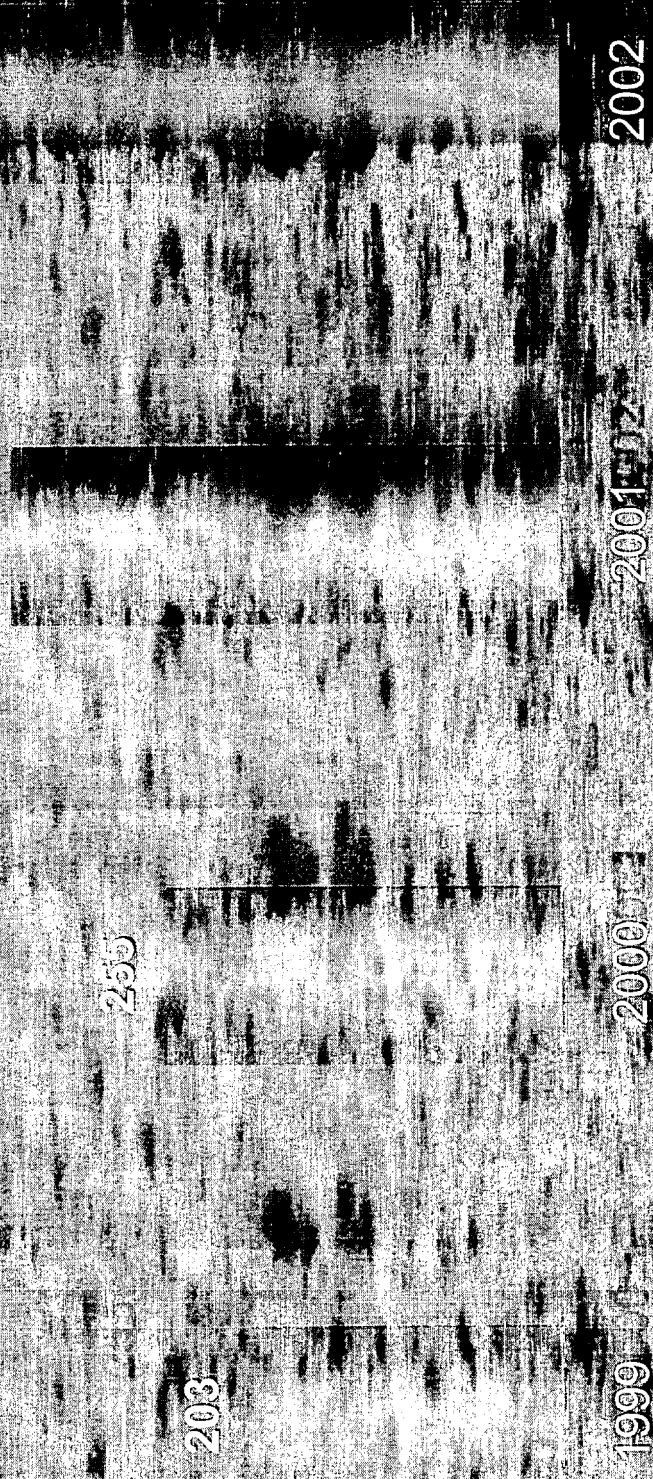
203

2002

2001

2000

1999

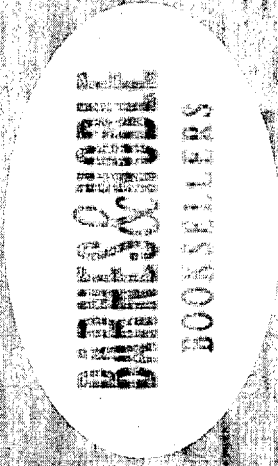


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increase sales through
multi-market reach



Leading
international
publisher



Leading
retailer
publisher



Leading
advanced
placement
high school
publisher

PEARSON

Leading in advanced placement and High School

→ 65% of all university biology students
used to purchase Cambiobell

→ Over 500,000 books sold every year

→ Reaching into high schools with
the leading AP text

→ New basal High School program

BIOLOGY



CAMPBELL • REECE

PRENICE HALL



Exploring Life

With a new 11th edition

PEARSON

Leading in
professional / retail

Walter Harvey and Paul Deitel

Co-authors of the best-selling

introductory programming

languages books

Over 2.5m copies sold worldwide

Best sellers in the professional / retail channel

Translated into 17 languages



THE LEADING GLOBAL PUBLISHER

Philip Kotler's Marketing Management
textbook has taught generations of
business students

more than 250,000 copies each year

and has been translated into 23 languages

including Spanish, French, Italian, Japanese, Chinese, and Russian

PEARSON



MARKETING
MANAGEMENT

*Directión de
Marketing*



Philip Kotler

Marketing

Management

10th Edition

Kotler

Dubois

Deloitte Marketing

PEARSON

Driving down costs

- ▶ Use of shared services to improve margins
- ▶ Apply purchasing power to gain savings
 - especially in printing and paper costs
- ▶ Efficiencies from content management and distribution

PEARSON

Opportunities

- ▶ #1 in fastest-growing basic skills areas (English and Math)
- ▶ Growing share in vocational publishing
- ▶ Delivering more value through content, technology and customization

Summary

• Good demographics

• Predictable growth; defensible position

• Outperform the industry in sales growth

• Grow profits at a higher rate than sales due to
• Cost efficiencies

LEAH WASSER ARSON

Journal of Education

Lehman Brothers
European Media Conference

New York

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