



BRANDS/FRANCHISES

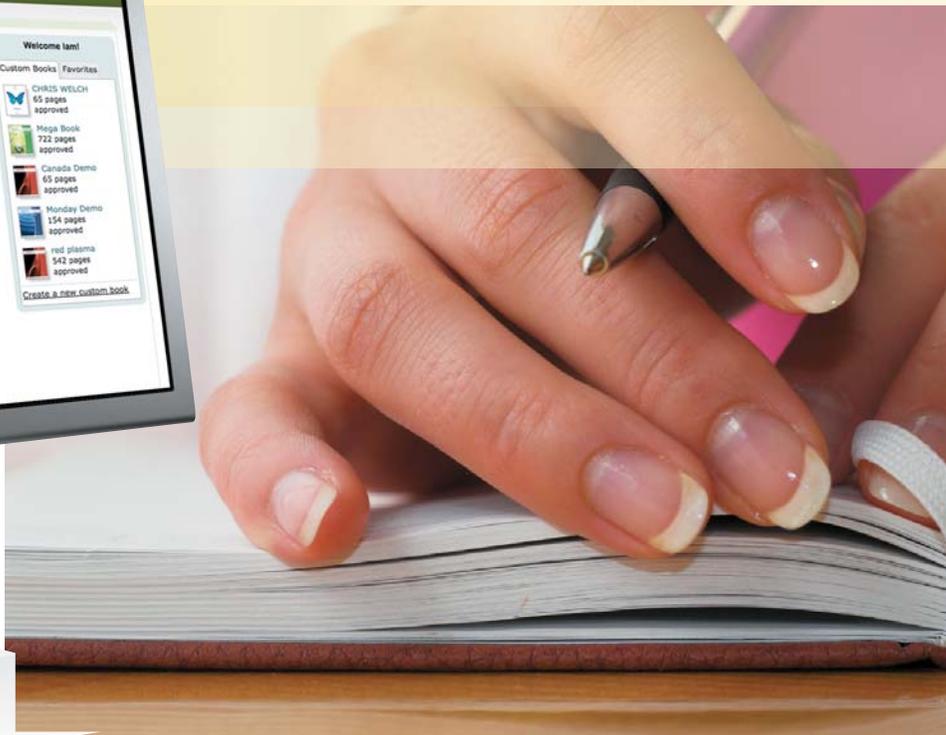
Wiley, Wiley Desktop Editions, WileyFLEX, Wiley/Jossey-Bass, Wiley/MOAC, Wiley Pathways, WileyPLUS, Wiley Visualizing, Business Extra Select, CATALYST, Jacaranda.

solution
teaching and learning

Reading a textbook is just one component of coursework. WileyPLUS offers more by integrating digital text content with a suite of online resources and interactive functionality supporting a wide range of student and instructor activities — study, homework, automated grading, remediation, and concept mastery. Until recently, traditional paper homework retained one advantage: the instructor could see the steps a student took to solve a problem. With the January release of a new WileyPLUS, students using the new “Show Work” feature can now display these steps on an electronic “whiteboard” when submitting an answer for scoring, and instructors can respond directly with comments, advice, and explanations of errors in a virtual “office hours” exchange.

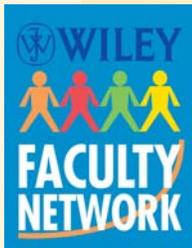
solution
content they need, the way they need it

Instructors’ course needs are not always met by one textbook, and within a given textbook, not all the material may be suited to their purposes. Wiley Custom Select (customselect.wiley.com) allows instructors to “build” customized course materials using a simple three-step process that takes just minutes to complete. They select content from hundreds of Wiley textbooks, add their own material if desired, and have the result delivered in very affordable eBook format or in a print version priced according to the content selected. Wiley Custom Select is powered by the Mark Logic XML Server, which hosts both content and functionality in a single location and provides an extensible framework that will eventually include all Wiley content, making our vision of “All Wiley, All the Time” a reality.





solution
facilitating the GAAP/IFRS convergence



With its anticipated inclusion on the 2012 CPA exam, the upcoming convergence of U.S. GAAP (Generally Accepted Accounting Principles) and IFRS (International Financial Reporting Standards) poses a major challenge for accounting instructors. The Wiley Faculty Network (WFN), which has been facilitating virtual peer-to-peer collaboration in the use of Wiley technology products and educational best practices since 2001, was invited by the American Accounting Association to help prepare educators for the convergence, because of both the WFN's outstanding reputation and the strength of Wiley's accounting program. The first Wiley Accounting IFRS "Boot Camp" was held in February and April, featuring academic experts' presentations on key topics and drawing more than 500 virtual attendees from institutions across the U.S.

solution
affordable access for all

With the budgetary pressures on today's colleges and universities, instructors are being asked to produce improved outcomes at the same time that a growing number of students, with their own budgetary concerns, are opting to purchase used, sometimes out-of-date textbooks. Through a groundbreaking pilot program, the University of Texas at Austin is licensing Wiley content for a set of courses, guaranteeing every student equal access to the same top-quality material at a very affordable per-student cost — in eBook format as Wiley Desktop Editions, with WileyPLUS, or in print. Launched this spring, the program will be extended to the University of Texas-Pan American in Edinburg for the fall semester.

