



# Course Adoption Thinking Outside the Box

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# Course Adoption... Outside the Box

## Customized Contact Management System

- Tailored for a higher education publisher looking to track...
  - Universities
  - Departments
  - Courses
  - Professors
  - Book in Use and Enrollments

BE A FIREBRAND

# Multi-Purpose Relational Database

## Marketing:

1. Targeted e-mail and direct mail lists
2. Track adoptions, competitive information
3. Provide sales with a dynamic tool to sell

## Editorial:

1. Access all acquisition data via standard app
2. Collect reviewer data
3. Plan campus travel