

## CUSTOMIZED CONTENT-DRIVEN SOLUTIONS FROM MCGRAW-HILL

*No matter what audience you wish to reach or what information you need to impart, McGraw-Hill's content creation and delivery capabilities can help you achieve your goals. When you turn to McGraw-Hill you get more than unparalleled content—you get a dedicated, experienced partner—every step of the way—from content selection and editing to delivery and execution.*

### WHO CAN BENEFIT FROM OUR EXPERTISE AND CAPABILITIES?

#### WORKPLACE EDUCATION:

##### *McGraw-Hill: Your Learning Partner*

There is no better way for workplace education designers, developers, and program managers to maximize the efficiency and cost-effectiveness of their training/certification programs than by using content and content deployment solutions that have proven successful with literally hundreds of thousands of students and trainees.

#### CUSTOMER FOCUSED EDUCATION AND MARKETING COMMUNICATION:

##### *Getting Closer to Your Customers*

McGraw-Hill can assist marketing communications specialists, product marketing managers, and corporate executives to expertly communicate their messages through the creation and dissemination of highly focused content.

### EXPERT CAPABILITIES ESPECIALLY DESIGNED TO DOVETAIL YOUR EXACT NEEDS, MESSAGE, AUDIENCE, AND BUDGET:

- **Unmatched Content**—40,000 active titles in more than one hundred essential disciplines, including business, engineering, telecommunications, computing and networking, architecture, security, medical, aviation, science reference, and construction
- **Content Development**—Create content tailored to your specific marketing and educational needs. Options include being able to combine chapters from various books, delete chapters, include special readings or assignments within chapters, add your white papers, speeches, or marketing material to the chapters, combine text and study guides into one text, add original artwork, and much more—whatever it takes to create the exact content you need
- **Brand Existing Content**—Adding your logo, personalized message, etc. to McGraw-Hill content sends a powerful message to your customers, employees, and business partners
- **Proven Editorial and Project Management Services**—Benefit from our team of in-house experts and cost and time efficient processes that have a proven track record of successfully creating and deploying mission critical content
- **Content Deployment**—We have state-of-the art technology, capable of storing and distributing content in the format best suited for your specific needs (print, electronic, CD-ROM, Internet enabled, etc)
- **Ready-to-Use Technology**—Our advanced Primis custom publishing technology puts a complete turnkey custom publishing system at your fingertips—allowing you to mix content from multiple sources, produce content in the format of your choice, and archive for effective retrieval and deployment – ask for more details.
- **The McGraw-Hill Team**—The experienced and dedicated McGraw-Hill team is comprised of Industry Segment Leaders who manage relationships with every industry segment in the corporate world; workplace education program providers; professional and trade associations; Federal, state, and local government organizations – why not benefit from their insights and experience?
- **Access to McGraw-Hill Authors**—Enjoy a direct working link to brightest, most respected minds in their field



See what the world's leading content provider can do for your organization.

For more information, contact McGraw-Hill at (212) 904-5427, email: [shavonne\\_boyd@mcgraw-hill.com](mailto:shavonne_boyd@mcgraw-hill.com)

Learn more.  Do more.