



# *First Class In-Service*



A program which ensures students  
reap the rewards of textbooks and  
technology-enabled tools

Over 1,400 professors agree...

Over **1,400** professors have taken advantage of the **First Class In-Service** Program reaching out to over **430,000** students.

Each term, your Thomson representative will visit your classroom and demonstrate your textbook and key features of technology-based course materials. This training facilitates the integration of technology in the classroom for instructors and shows students how to take advantage of the learning tools they receive when purchasing their textbooks.



### Issue

Do your students understand the inherent value of their adopted course material and how that material will help them succeed in your course?

### Thomson Solution

Product-specific tools provide students with information on learning tools that will help students get started and succeed in your course.

### Issue

Do you have enough time to train your students on the technology?

### Thomson Solution

The in-service training gets the students started quickly, which allows you to focus on your course.

Make the most out of your learning materials with Thomson Custom Publishing. Custom develops and produces unique learning solutions for virtually every course. From combining selections from multiple Thomson titles to reorganizing content to adding your own materials, Custom has the perfect solution for you and your campus bookstores.

For more information please visit [www.thomsoncustom.com](http://www.thomsoncustom.com).

# Age of Thomson's First Class In-Service Students.

## What people are saying about Thomson's First Class In-Service Program:

We are very grateful for an excellent demonstration of InfoTrac and all that pizza and soda. You have really spoiled my students.

**Dr. Julia Hall, Professor of Sociology**  
*Drexel University*

I just wanted to thank you both for making such a valuable contribution to... my students. I sincerely appreciate your effort.

**Bruce Page, Lecturer**  
*CSU, San Bernardino*

We just learned about Personal Trainer and I can already say that I know it will be very helpful to me. I know that I will succeed in accounting because this is just a great site to help students. I am glad that I was introduced to this web site and thank you very much for coming to my class to explain to us how to use it.

**Jackie Traver, Accounting 101 Student**  
*Joliet Junior College*

We are always in support of publisher programs, such as First Class In-Service, which help students get more value for their money and educate both the professor and students.

**Scott Chapman, Store Text & Trade Buyer**  
*UCLA*

To set up a  
classroom visit or  
to learn more,  
contact your  
Thomson Sales  
Representative

<<Insert Business Card Here>>

# Help Your Students Help Themselves

You make your adoption decisions for various reasons. But, no matter what the reasons, you probably expect that your students will be utilizing your adopted course materials to help them succeed in your class.

You may be surprised to learn that over 20% of all undergraduate college students do not buy their required textbooks. It's true. According to the latest National Association of College Stores (NACS) study on student buying behavior, the top four factors that determine whether a student obtains the adopted materials are all related to whether those materials are used by the instructor during the term. Students report that 26% of their professors are not using the course's required course materials.

Your students will take their cues from you. Take a few minutes the first day of class to explain why you adopted your book and how it can help your students learn. By using the textbook in class and demonstrating the correlation between having the book and succeeding in your course, you can increase the likelihood that your students will benefit from the learning tools that are integrated into your course materials.