

For immediate release  
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## The IET partners with Publishers Communication Group for sales representation in Europe

Oxford, UK, 7 November 2013 – The Institution of Engineering and Technology (IET), Europe's largest multidisciplinary professional engineering institution, has selected **Publishers Communication Group (PCG)** for a new sales representation agreement in Europe. With this arrangement, PCG will support institutional sales of the IET's collection of digital resources, including the IET Inspec database, across key European markets.

PCG, a division of Publishing Technology plc, is a sales, marketing and research firm providing audience development strategies for over 100 scholarly publishers each year. The IET's portfolio of research journals, books, and monographs in electronics, electrical engineering and related subjects is available online through the *IET Digital Library*, recently re-launched by Publishing Technology's *pub2web* platform. The *IET Digital Library* serves the institution's 150,000-plus international members and houses content from 128 journal and magazine titles, 400 eBooks and 1,300 conference publications, comprising 255,000 articles ranging back to 1872, 5,000 eBook chapters, and 36,300 conference papers.

PCG will be responsible for selling the full IET portfolio as the publisher's exclusive sales agent in Europe, served by PCG's established sales and marketing team based in Oxford.

**Doug Wright, Director of PCG** commented: *"PCG has been selling content in Europe for over two decades. The connections we have with European libraries will ensure the IET stays close to its customers in addition to reaching new ones. We are confident that our specific experience promoting digital collections will allow us to execute a sales plan tailored to the IET's growth strategy."*

**Chris Grandy, Regional Sales Director EMEA IET**, said *"We believe that PCG complements our existing IET key account team and Inspec vendor channel, helping to reinforce our position as a premier engineering and technology resource."*

-ENDS-

#### Notes to editors:

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#### About PCG:

Publishers Communication Group, Inc., a division of Publishing Technology, is a full-service marketing and sales consulting firm with locations in Boston, Oxford, São Paulo, New Delhi and Beijing. PCG was established in 1990 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers international multi-lingual telemarketing services, qualitative and quantitative marketing research, customer services operations based in the UK, US, Brazil, India and China, sales representation and strategic consulting.

#### Related Links:

Visit [pcgplus.com](http://pcgplus.com), the ContentForward blog at [publishingtechnology.com/blog](http://publishingtechnology.com/blog), or follow on Twitter [@pcgplus](https://twitter.com/pcgplus).

#### About the IET: ([www.theiet.org](http://www.theiet.org))

Interview opportunities are available with IET spokespeople from a broad range of engineering and technology disciplines including cyber-security, energy, engineering skills, innovation, manufacturing, technology, transport and women in engineering.

The IET is one of the world's largest organisations for engineers and technicians. It has 153,000 members in 127 countries and is leading the development of a global engineering and technology community to share and advance knowledge to enhance people's lives.

The IET is the Professional Home for Life® for engineers and technicians, and a trusted source of Essential Engineering Intelligence® and thought leadership.

The IET's portfolio of research and letters journals and monographs (print and e-Book) are available online through the IET Digital Library together with conference proceedings, seminar digests and magazines. The IET Inspec database contains over 13 million abstract and indexing references to journal articles, conference proceedings and technical reports in the fields of science and technology, and IET.tv provides access to the world's largest specialised online archive of engineering and technology content.