

## **PCG signs agreements with three new publishers to sell content in emerging markets**

Boston, December 8, 2015 –Publishers Communication Group (PCG) today announced representation agreements with Berrett-Koehler Publishers, The MIT Press and Morgan & Claypool Publishers for direct sales into new global markets, including one or more of India, China and Latin America. PCG continues to broaden its portfolio with the addition of social science and ebook content from these new clients to its established sales programs for journals and databases in the life and physical sciences.

Berrett-Koehler Publishers, the independent business and current events publisher, will now sell its BKpedia collection of leadership and management ebooks via PCG's local operations in Latin America, India and China throughout each territory. BKpedia is a curated, digital subscription service that aggregates and organizes hundreds of books, articles, and other content from Berrett-Koehler, the Center for Creative Leadership and AMACOM into thematic collections for libraries and end users.

The MIT Press has retained PCG to sell its full journal collection in Latin America and India. The pioneering university press, active in the arts and humanities, economics, international affairs, history, science and technology, publishes thirty titles that will now be actively promoted to two of the world's fastest growing audiences for scholarly content.

Lastly, Morgan and Claypool Publishers will utilize PCG's presence and relationships in Latin America to sell its Colloquium Digital Library of Life Sciences. The collection currently contains 135 ebooks organized into 12 different Lecture Series covering subjects including cell biology, genetics, neurobiology and medicine.

PCG, a division of Publishing Technology plc, is a sales, marketing and research firm with a strong track record of providing publishers with global audience development strategies. As the dedicated representative for all three publishers in the respective domains, PCG will execute domestic sales and exhibits programs, selling access to academic institutions and government consortia across these vast and otherwise unfamiliar regions. Publishing Technology's ingentaconnect platform also hosts Berrett-Koehler's BKpedia ebook collection.



Melissanne Scheld, Managing Director of PCG said: *"We are thrilled to bring The MIT Press, Morgan & Claypool, and Berrett-Koehler into the sales programs within our local territories. Augmenting our portfolio of must-have content marketed to our established networks throughout China, India and Latin America, these three innovative publishers are a natural fit for PCG. These dynamic collections of journals and ebooks in expanded fields will offer new appeal to libraries and the academic community for teaching and research, and PCG is the right partner to expand their reach in these important, growing markets."*

-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. Now in its 25<sup>th</sup> year, 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.

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