



For immediate release
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Publishers Communication Group to Promote ISPG in India

New Jersey, USA, 4 December 2013 – The Independent Scholarly Publishers Group (ISPG) is pleased to announce that Publishers Communication Group (PCG) will be representing the ISPG collections of journals to the Indian sub-continent starting in January.

PCG is an internationally recognized sales and marketing consulting firm providing services designed to support and drive sales throughout the US, Europe, India, China and Latin America. With the new agreement, PCG will be expanding its ISPG work in Europe to India, helping libraries and researchers there to access ISPG's high-quality content of 47 journals from 20 publishers. Libraries now also have the option to choose from three ISPG collections: The Complete Collection, The Life Science Collection and The Medical Collection.

"We're very pleased to begin working in India with such a well-regarded company as PCG," commented Tom Taylor, Dragonfly Sales and Marketing Consulting President and ISPG Facilitator. "They've successfully represented ISPG in Europe for the last several years so it made sense for our agreement to expand to this other key area of the world too."

"In addition to our current work in Europe, we're looking forward to now representing the cutting-edge resources from the Independent Scholarly Publishers Group to our network in India," added PCG Director, Douglas Wright. "We are delighted with our collaboration and the opportunity to apply our 20+ years of sales and marketing to reaching this important market."

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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.

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

About ISPG:

The Independent Scholarly Publishers Group (ISPG) is a coalition of independent publishers of high-impact journals and related academic content, hosted on the HighWire platform, which promotes, markets to, and negotiates with library consortia, hospitals and other organizations around the world.

Dragonfly Sales and Marketing Consulting, Inc provides the highest-quality sales and marketing services to academic publishing companies, societies and libraries internationally. Utilizing a global network of experienced professionals, Dragonfly directs the market development, launch, and sales of new and existing texts, represents societies and publishers to library consortia, and offers general sales and marketing services as needed.

www.dragonflypubservices.com