

## PCG to Represent Mary Ann Liebert, Inc. across India and Latin America

*Agreement swiftly follows other recent successes for PCG with OECD and World Trade Press*

**Oxford, 12th June 2017** – [PCG \(Publishers Communication Group\)](#), the leading international sales and marketing consultant for the publishing market and part of the Ingenta Group, announced today that it has signed a three-year contract with Mary Ann Liebert, Inc. to provide exclusive sales representation across India and Latin America.

The content sales partner agreement, starting 1<sup>st</sup> August 2017, comprises Mary Ann Liebert, Inc.'s complete portfolio of over 80 journals for the scientific, technical, medical (STM) and information industries. According to Mary Ann Liebert, Inc., PCG's experience in selling highly regarded research content, coupled with extensive local networks in the academic and medical fields, clinched the deal.

PCG provides the high-level of market knowledge and insight that we need as we grow in these important territories, Wendy Newsham, Director of Institutional Sales and Business Development at Mary Ann Liebert, Inc. comments. Their track record for generating success, combined with their responsiveness and communication, will ensure a strong partnership to promote our highly valued and sought after content.

Mary Ann Liebert, Inc. is universally acknowledged for publishing authoritative peer-reviewed journals in the most promising areas of biomedical research, biotechnology and regenerative medicine, clinical medicine, public health, law, environmental studies, and technology and engineering. The company's publications make critical contributions in advancing research and facilitating collaboration throughout the world in academia, industry, and government, and are also highly respected resources for legislators, policymakers, and educators. Today, the

company's flagship title, GEN (*Genetic Engineering & Biotechnology News*), is the most widely read publication in its field worldwide.

"It's a great testament to the international infrastructure PCG has built over our 25 years and the expertise of our marketing, sales and research teams that a revered publisher such as Mary Ann Liebert, Inc. entrusts us with their prestigious content," commented Melissanne Scheld, MD of PCG.

Mary Ann Liebert, Inc. is the latest in a recent run of significant wins for PCG, including OECD and World Trade Press, covering USA, India, Europe and Latin America.

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#### **About PCG**

Publishers Communication Group (PCG), an Ingenta company, is an internationally recognized sales and marketing consulting firm providing a range of services designed to support and drive your sales strategy. Established in 1990 and headquartered in Boston (USA) with offices in Oxford (UK), São Paulo (Brazil), New Delhi (India) and Beijing (China), PCG's global presence continues to grow to better serve the needs of publishers. Founded as an independent entity, PCG was acquired by digital publishing pioneer Ingenta in 2001, which preceded the merger of Ingenta and VISTA International in 2007. The resulting AIM-listed Ingenta is today the largest supplier of software and services to the publishing industry.

#### **For more information, please contact:**

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