

Association of American Publishers, Inc. 220 East 23rd Street, New York, NY 10010 (212) 689-8920

Higher Education Division

## Statement of Principles for College Publishing

The Higher Education Division believes that the criteria for textbook selection properly concern only the quality of the textbook itself and its immediate ancillary materials.

The Higher Education Division recommends that college publishers follow the guidelines set forth below to ensure that their individual competitive practices do not lead away from this focus on educational materials because of payments of money or other consideration, directly or indirectly, to the benefit of individuals or academic departments (other than normally accepted entertainment practices and common courtesies).

- 1. Individual publishers' policies for textbook adoption should be universally applied and openly stated.
- 2. College publishers should avoid making any improper inducement to any actual or potential adopter, directly or indirectly, which may be described as a bribe, kickback or excessive commission or fee which is contingent on the adoption of their textbooks or their ancillary materials.
- 3. Unacceptable activities include, but are not limited to, the following:

- ☐ Providing cash grants, allowances or "rebates" to individuals other than students, booksellers or other direct purchasers.
- ☐ Providing cash grants, allowances or "rebates" to academic institutions.
- ☐ Making direct payments to individuals other than for actual services rendered.
- ☐ Making contributions of equipment to academic departments, or paying for such equipment, in return for textbook adoptions.
- ☐ Making cash payments to third party suppliers of equipment or ment or materials to institutions where the equipment or materials are not part of a textbook/ancillary materials package.

Each of the following publishers is a signatory to the Statement. They invite you to contact them individually regarding any situation related to the adoption of a book they publish which appears to violate the principles set forth in the Statement.

James Behnke, Addison-Wesley Publishing Co. One Jacob Way, Reading, MA 01876, 617/944-3700 John Isley, Allyn & Bacon, Inc., 160 Gould Street, Needham Heights, MA 02194, 617/455-1200 Franklin Lewis, Wm. C. Brown Group, 2460 Kerper Boulevard, Dubuque, IA 52001, 319/588-1451 Linda Chaput, W. H. Freeman & Co., 41 Madison Avenue, New York, NY 10010, 212/576-9400 Robert Pawlik, Harcourt Brace Jovanovich, Inc., 1250 Sixth Avenue, San Diego, CA 92101, 619/231-6616 Susan Katz, HarperCollins Publishing, 10 East 53rd Street, New York, NY 10022, 212/207-7000 Bruce Zimmerli, D. C. Heath & Co., 125 Spring Street, Lexington, MA 02173, 617/862-6650 Bill Barnett, Holt, Rinehart and Winston, Inc., City Center Tower II, Fort Worth, TX 76102, 817/334-7500 Elizabeth Hacking, Houghton Mifflin Co., One Beacon Street, Boston, MA 02108, 617/725-5000 Paul Prindle, Jones & Bartlett Publishers, Inc., 20 Park Plaza, Boston, MA 02116, 617/482-3900 Carl Tyson, McGraw-Hill, Inc., 1221 Avenue of the Americas, New York, NY 10020, 212/512-2000

866 Third Avenue, New York, NY 10022, 212/702-2000 Edward Stanford, Prentice Hall, Inc., Englewood Cliffs, NJ 07632, 201/592-2000 Wayne Barcomb, PWS-KENT Publishing Co., 20 Park Plaza, Boston, MA 02116, 617/542-3377 Jean Smith, St. Martin's Press, 175 Fifth Avenue, New York, NY 10010, 212/674-5151 Michael Needham, South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227, 513/271-8811 Patrick Clifford, The Times Mirror Company, 780 Third Avenue, New York, NY 10017, 212/418-9670 John Davis, Thomson Book/Reference Group, One Station Place, Stamford, CT 06902, 203/969-8700 Richard Greenberg, Wadsworth Publishing Co., 10 Davis Drive, Belmont, CA 94002, 415/595-2350 Kenneth Zeigler, West Publishing Co., 50 West Kellogg Boulevard, Saint Paul, MN 55164, 612/228-2500 Will Pesce, John Wiley & Sons, Inc., 605 Third Avenue, New York, NY 10158, 212/850-6000 Robert R. Worth, Worth Publishers, Inc. 33 Irving Place, New York, NY 10003, 212/475-6000

Hank Kennedy, Macmillan Publishing Co.,