



NEWS

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Contact: Morayea Pindziak
+1 732-563-9292 x 269
morayea.pindziak@vistacomp.com

New Research on Academics' Buying Behavior Provided by Independent Publisher's Guild and VISTA International

Provides Critical Information for Independent Publishers to More Effectively Promote Their Titles

February 16, 2006, London, UK..... Independent Publishers will soon be one step closer to working more effectively with academics with the release of new research from the Independent Publishers Guild (IPG) and VISTA International. The new research study, conducted by Book Marketing Limited, surveys thousands of academics within the Social Sciences and Humanities areas at universities throughout the United Kingdom to determine the buying trends and influences for text books and other academic titles.

- How academics discover new titles
- What kind of information is required for their review
- What part pricing plays
- Buying decision processes
- Interdependencies between academic selections, libraries and campus bookshops

"This research will be invaluable to our academic and professional members and we are very grateful to VISTA for sponsoring the project." Said Bridget Shine, IPG's Executive Director.

"Independent publishers play an important role in publishing. Research to help them achieve their business goals will only enhance the offerings available to academics, and indeed, the entire marketplace." said George Lossius, Managing Director, Applications & Technology at VISTA International.

Many independent publishers produce titles intended for the higher education market, and are very aware of the changes and pressures within that marketplace. This research will provide them with the information they will need to communicate with academics in the most timely and appropriate fashion.

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The research will be unveiled during the IPG Spring Conference, March 17-19 in Le Touquet, France. Complimentary copies will be available to all IPG members, and a nominal charge for all others. To register for more information and availability, please contact IPG at www.ipg.uk.com or solutions@vistacomp.com.

About IPG

The **Independent Publishers Guild** seeks to support and promote excellence, innovation and creativity in independent publishing. It actively represents the interests of independent publishers in the United Kingdom and is represented on many committees and forums, which form the strategy for the UK book trade.

With over 480 members and steadily growing with combined revenues of well over £500 million, the IPG provides a vibrant networking base. Members receive regular e-newsletters, training courses and seminars covering important areas for its members, from e-commerce to international trade. The annual Conference is widely regarded in the UK book trade as a must-attend event.

The IPG runs a collective stand for members at leading international book fairs including Frankfurt, London and most recently at Beijing.

About VISTA International

VISTA International is the leading worldwide provider of solutions and services for the publishing industry. VISTA is a committed business partner to publishers, distributors and booksellers supported by our systems throughout the world. Our solutions fit all aspects of the publishing value chain, from author care through production, rights and royalties to warehouse and fulfillment - all integrated in an e-business environment, with full access to the analytical power of Publishing Intelligence.

To complement our comprehensive enterprise solutions, the full range of VISTA services include applications implementation, applications management and hosting services, and publishing-specific business consulting, together with lifetime customer support.

VISTA was founded in 1977 and has offices in Europe, North America and the Asia-Pacific region. Visit us on the web at www.vistacomp.com.

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