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a division of Publishing Technology

## **Dulcie Watanabe Joins PCG to Represent University of Chicago Press**

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Publishers Communication Group (PCG), the leading provider of research, sales and marketing services to scholarly and professional publishers, is pleased to announce that Dulcie Watanabe is joining the company as European Business Development Manager with responsibility for the sales and marketing in Europe of the University of Chicago Press's 44 academic journals.

University of Chicago Press selected PCG to provide this service earlier this year; with Dulcie's appointment, the Press is now more accessible to its European client base and well positioned to systematically increase its penetration in this core market.

Dulcie comes to PCG with more than 10 years' publishing industry experience, having held positions with major organizations such as Blackwell's Information Services and most recently Oxford University Press where she was Head of Library Sales. "I'm pleased to be growing PCG's considerable presence in Europe with such an experienced, effective representative," stated Douglas Wright, Vice President of PCG. "Dulcie has just the right skills to optimize the University of Chicago Press' investment and to deliver a successful sales strategy."

Deborah McBride, Publications Director, Journals Division of University of Chicago Press, commented, "We are delighted to have a European representative who is so well-versed in the industry. Having Dulcie on our team will undoubtedly help us to broaden awareness of our products and increase our sales figures while improving service to our existing clients."

Dulcie will be based out of PCG's Oxford, UK office and can be reached at +44 1865 397848 or [dwatanabe@pcgplus.com](mailto:dwatanabe@pcgplus.com).

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**For more information, please contact:**

Morayea Pindziak

Publishing Technology plc

Tel: +1 732 563 9292 ext.269

Email: [morayea.pindziak@publishingtechnology.com](mailto:morayea.pindziak@publishingtechnology.com)

**About PCG**

[www.pcqplus.com](http://www.pcqplus.com)

Publishers Communication Group, Inc., a division of Publishing Technology plc, is a full-service marketing and sales consulting firm with locations in Cambridge, Massachusetts, and Oxford, England. PCG was established in 1989 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers qualitative and quantitative marketing research, international multi-lingual telemarketing services, UK- and US-based customer services operations, sales representation, and strategic consulting.

**About the University of Chicago Press**

Founded in 1891 as one of the three original divisions of the University of Chicago, the Press has embraced its mission to disseminate scholarship of the highest standard and to publish serious works that promote education, foster public understanding, and enrich cultural life. Through our books and journals programs, we seek not only to advance scholarly conversation within and across traditional disciplines but, in keeping with the University of Chicago's experimental tradition, to help define new areas of knowledge and intellectual endeavor.

The Press presents innovative scholarship in ways that inform and engage general readers. We develop reference works and educational texts that draw upon and support the emphases of our scholarly programs and that extend the intellectual reach of the Press.