

## The Cornerstone of Our Success: Pearson's Higher Ed Authors

Pearson Education authors shape the way we and future generations view the world, creating an immense body of knowledge over a wide diversity of subjects, and making learning and teaching a joy. Our higher education authors—researchers, scientists, historians, artists and educators among them—create course material on nearly every subject, from anthropology to computer programming to religion, enabling us to remain the world's most successful educational publisher.

### Computer Genius

Donald E. Knuth is a true pioneer in the world of algorithms and computer programming. A million copies of his *The Art of Computer Programming* are on bookshelves around the world, translated into six languages. Don also invented the system that typesets the world's scientific literature in physics and mathematics—the TeX system—as well as the METAFONT computer typesetting system. Not surprisingly, he has won numerous awards including the Medal of Science from President Carter and, most recently, the prestigious Kyoto Prize for advanced technology. In his spare time, Don is a music enthusiast and a major collector of contemporary glass art. He lives on the Stanford University campus with his wife, Jill.

### Accounting Whiz

Milwaukee-born Charles T. Horngren is one of the most influential teachers of his generation. His textbooks like *Accounting (5/e)* and *Introduction to Management Accounting (12/e)* have transformed the world of finance, and his *Cost Accounting (11/e)* is the single best selling cost accounting textbook of all time. Chuck is also credited for his tireless role in encouraging innovative research at Stanford University, which he has called home since 1965. As its Edmund W. Littlefield Professor of Accounting, Emeritus, Chuck commutes to work on his bicycle. Publisher: Prentice Hall

### Writer, Teacher, Best-Selling Author

Jane E. Aaron started her professional life as a copyeditor in the college division of Little, Brown and Company. Now, when millions of college students need help with spelling, punctuation, or research, they turn to Jane's ubiquitous *Little, Brown Handbook (8/e)*, Longman's most successful handbook on writing. A former writing teacher at both the New School University and New York University. "When I tell people what I do," she laments with a laugh, "new acquaintances always seem to back off a bit, either anxious about making a grammatical error or afraid of boredom."

### Great American Poet

One of the great American poets, Joseph Charles Kennedy (known professionally as XJ Kennedy) is co-author of *Literature: An Introduction to Fiction, Poetry, and Drama (8/e)*, the number one college literature textbook. With co-author Dana Gioia, Joe has given a generation of college students a deeper appreciation of the power of literature. He has also penned five collections of poetry and, collaborating with his wife Dorothy, fifteen books for children. Included among his many writing honors is an award for Excellence in Children's Poetry from the National Council of Teachers of English. A writing prodigy, he published his own science fiction magazine, Terrifying Test-Tube Tales, at age twelve.

### Hall of Famer

A prolific writer with over 100 research articles and several books, Richard Allington clearly has a passion for literacy and education. He began his career teaching in elementary school before turning to research and teacher training. Dick's own education began a one-room schoolhouse with a woodstove and an outhouse, ten miles outside of Cedar Springs, MI. Author of *Classrooms That Work: They Can All Read and Write*, Dick says "Good teaching is a complex activity. It is almost never 'one-size-fits-all' teaching. That's what I've learned from studying exemplary teachers." An inductee into the International Reading Association's Hall of Fame, he is currently the Irving Rose Fien Distinguished Professor of Education at the University of Florida.

### **Marketing Guru**

Philip Kotler is a rock star in the world of marketing. He is author of every leading book in the field of marketing management, including the greatly influential *Principles of Marketing*, now in its ninth edition. When companies like IBM, General Electric, and AT&T need advice on strategic, international or organizational marketing, they turn to Phil first. "Marketing," he says, "is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value." Phil holds many major awards, including the Distinguished Marketing Educator of the Year Award from the American Marketing Association. A much sought-after consultant, he also travels the world as a highly popular lecturer.

### **Nobel Prize Winner**

Native New Yorker Robert C. Merton won the Nobel Prize in Economics in 1997. Not surprising for a brilliant scholar with a Ph.D. from MIT. In fact, Bob was subject of a 2000 Nova film about his prize-winning formula in option pricing theory, hailed as a mathematical Holy Grail that forever altered the world of finance. Today, Bob explores derivatives and other finance concepts at Harvard Business School. Author of numerous scholarly articles, and Prentice Hall's *Finance* (1/e), Bob holds honorary degrees from such diverse institutions as the University of Chicago, Hautes Études Commerciales (Paris), and National Sun Yat-sen University in Taiwan. "My father introduced me to baseball, poker, magic, and the stock market - only magic didn't take root."

### **Pioneering Historian**

Darlene Clark Hine is one of the foremost African-American historians in the world. Author of the acclaimed textbook, *The African-American Odyssey*, Darlene has co-edited numerous anthologies and the award winning two-volume set, *Black Women in America: An Historical Encyclopedia*. "The history of the African-American women," she notes, "is a powerful lens through which we can envision, comprehend, and secure the promise of America." Darlene is currently the John A. Hannah Professor of History at Michigan State University and president-elect of the Organization of American Historians.

### **Sociology Savant**

John J. Macionis is author of the two most popular sociology textbooks in America, *Sociology* (8/e) and *Society: The Basics* (5/e). A world traveler, in 1988 John joined the University of Pittsburgh's Semester at Sea, tailoring his courses to a dozen Asian and African countries as they circled the globe. John spent twenty-five years as a sociology professor at Kenyon College and was recognized this year by the American Sociological Association, which named him recipient of its Award for Distinguished Contributions to Teaching. "For me, traveling and writing are all dimensions of teaching. First and foremost, I am a teacher - a passion for teaching animates everything I do." John is currently learning to play the Scottish bagpipes.

### **Dynamic Duo in Economics**

Pre-eminent economics writers Robin Bade and Michael Parkin have written for Prentice Hall, Addison Wesley and Pearson Canada, bringing the world seminal works on macro- and micro-economics. Their books include the best-selling *Economics*, now entering its sixth edition. Robin, a full time economics writer, has been teaching the principles of economics since 1970. Co-author and husband Michael has written and edited over 20 books. The two split their time between Ontario, Canada and their beach home in Queensland, Australia. True patrons of the arts, they are avid theater and opera-goers. Their expert opinion on our economic outlook? "Very bright, long term," he says, "But there is a storm on the horizon that must be weathered before we get back to the truly sunny days."

### **The Writers' Writer**

From participles to plagiarism, Lynn Quitman Troyka is the source for English composition instruction. Her *Simon & Schuster Handbook for Writers* is a must-have for college students and writers. A consultant to federal and state agencies, colleges, and universities, Lynn is in great demand at numerous

local, national, and international meetings. Lynn was the first elected chair of the Two Year College English Association, and has also chaired the college section of the National Conference of Teachers of English and the writing division of the Modern Language Association. Publisher: Prentice Hall

### **Biology Bestseller**

Neil A. Campbell's *Biology* is the most widely used English-language scientific textbook in the world. In fact, over 3.6 million students have used his biology textbooks since 1987, and currently over half a million students use one of his books each year. Forced to take a science course as a history major at Long Beach State College, Neil went on to earn a Ph.D. in Plant Biology (University of California Riverside) after an M.A. in Zoology (UCLA). His textbooks have since been translated into Spanish, German, French, Italian and Korean. He is currently a visiting scholar in the Department of Botany and Plant Sciences at the University of California, Riverside.

### **Video Teacher Star, Math Author**

K. Elayn Martin-Gay's engaging teaching methods have translated so successfully into video lectures that thousands of college and high school students have been able to learn basic math and algebra. With her Prentice Hall *Interactive Math* series and basic college math books, Elayn creates lessons that are both student-friendly and highly effective. As she says, "The math videos have allowed me to extend my teaching and expand the classroom - instead of a room of thirty students, I can now literally reach hundreds of students."

### **Emergency 101**

With experience as an emergency responder at the Oklahoma City bombing, the TWA Flight 800 disaster, the Columbine High School shooting, and as Logistics Chief at the World Trade Center collapse on September 11, Jeff Dyar is one of those people we now routinely call "heroes." Co-author of *Burnout to Balance: EMS Stress*, Jeff received the James O. Page Lifetime Achievement Award from the International Association of Fire Chiefs for national leadership in EMS and the fire service. He was also recognized at a White House presidential ceremony for his contributions to the Reinvention of Government program.