

BETA TESTING INFORMATION SYSTEMS: A MANAGER'S GUIDE TO HARNESSING TECHNOLOGY

Thank you! You want to beta test a Flat World Knowledge textbook. You are officially part of a growing group of professors and instructors who want to deliver exceptional text materials at reasonable prices.



Now, what do you need to do? **Nothing out of the ordinary, really.**

1. Provide us with: Institution Name, Instructor Name, Course #, Course Name, Book and Enrollment. You can send this information to the Project Manager: Joanne Butler, jbutler@odassoc.com
2. In August put www.flatworldknowledge.com on your syllabus. We will set you up with your own class page so your students know where to read their text and purchase their materials.
3. Start teaching!

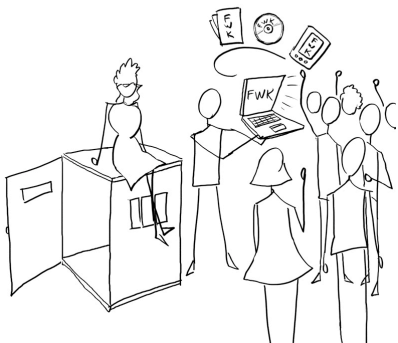
It is that easy.

What we ask:

You require the Flat World Knowledge textbook you are beta testing, and you allow us to get **you and your students' feedback** via a WebEx meeting and student surveys.

We want to learn:

- About your experience teaching with and adopting Flat World Knowledge texts
- About your students' experiences learning from and buying Flat World Knowledge texts
- What teaching tools and study aids help you and your students the most



What we will deliver:

The textbook you agreed to test is in **"beta form."** Which means your textbook will have gone through review, but it will not be copyedited PERFECTLY yet. We are confident you will be able to work with the text in this beta form. In some cases we will be loading up later chapters as the semester progresses to stay in front of your syllabus needs.

While you are beta testing:

We will be hard at work using your feedback and formal copyediting procedures to perfect our textbooks and supplements. We are committed to delivering excellent college textbooks at reasonable prices.



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