

Welcome to the office of Pearson and Radar Education in Tanzania.

We hope you enjoy reading this overview of our business, and look forward to working with you to help Tanzanians make progress in their lives through education and information – to help them to **'live and learn.**

Pearson

Pearson is the world's leading education company, providing learning materials, technologies, assessments and services to teachers and students in over 70 countries across the world. With an established presence in more than 20 other countries in Sub Saharan Africa alone, Pearson has long been supporting the delivery of primary, secondary and university education across the continent.

Pearson's expertise in educational development has been built on its long-standing partnership with some of the best brands in the business. Pearson imprints such as **Longman**, the **Financial Times**, **Penguin**, **Ladybird** and **Heinemann** offer specialised publishing and learning solutions for an extensive range of age levels and subject areas, supporting students from their first steps in early childhood right up to their entry into the professional world.

Radar Education

In August 2005, Pearson appointed Radar Education Ltd as its sole partner in Tanzania and Zanzibar, with exclusive rights for the delivery of all Pearson resources and learning solutions within the country. Over the past 7 years, Radar Education has gained great respect from schools, institutions and bookshops across the country for delivery speed, procedural efficiency and sensitive customer service.

Please see below a list of the main Pearson imprints and logos that circulate amongst students, teachers and advisers in Tanzania. This list is not exhaustive, so should you require any further information about our products or our operation, then please do not hesitate to contact us or visit us at our offices in Mikocheni B, Dar es Salaam.

We look forward to working with you.

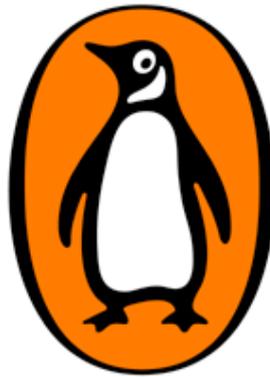
Yours Sincerely,

Arabella de Steiger Khandwala

General Manager
Radar Education Ltd (exclusive partners of Pearson in Tanzania)
www.pearsoned.com



Pearson



Entertaining



Educating



Informing

Millions around the world every day.

Pearson is the world's leading learning company.

We provide learning materials, technologies, assessments and services to over 100 million people of all ages and in more than 60 countries across the world. Everything we produce — from textbooks to e-learning programs — is designed to help students learn and achieve success. We offer our products in a variety of different formats, including customised learning solutions, because we recognize that all students do not learn in the same way.

In a world where the prosperity of individuals and countries increasingly depends on their knowledge and skills, our products matter more than ever. We like to think that we help people live and learn, to get on with their careers, and make the most of their lives.

“What makes our company truly special is the way we use our imagination and ingenuity to entwine our unrivalled breadth of content and services to solve problems, to find personal solutions, and to help people learn more and learn better at every stage of their lives.” Marjorie Scardino, CEO of Pearson PLC

Brands and companies you can trust

Schools



Pearson Longman. The world's oldest commercial imprint and leading educational publisher of books and electronic resources for both primary and secondary schools. Longman is recognized and trusted by teachers across the UK and is also an approved content provider and retailer for Curriculum Online. **Pearson Longman ELT** is the world's leading publisher of language programs for primary, middle and high school learners of English as a first and second language. Products include multilevel courses, dictionaries, skills titles, CD-ROMs and Videos.

Penguin Longman. Publishers of Penguin Readers and Penguin English, and specialists in the field of English Language Teaching (ELT) publishing. Penguin Longman provides the highest quality reading and supplementary materials for English language students of all ages around the world.

Ladybird. Ladybird books are known and loved the world over, and today have a far wider range of formats and styles than ever, focusing on the ages from birth to 8 years old.



Heinemann. Leading UK publisher of primary and secondary schools, colleges and libraries. Dedicated team of publishers, authors and experts who are constantly monitoring the education landscape to ensure that, when change happens, Heinemann can support teachers and students at every step of the way.

Ginn. Strong tradition for publishing quality educational resources that are proven to get results, including the UK's most successful maths programme: **Abacus**, and the new **Abacus Evolve**. It's literacy and science materials are also popular with teachers around the world.

Rigby. Leading UK publisher of books, software and teaching resources for Primary students and teachers.



Pearson Prentice Hall. The leading US educational publisher of scientifically researched and standards-based instructional materials for today's 6-12th grade classroom.

Pearson Scott Foresman. The world's leading elementary educational publisher of scientifically research-based instructional materials, assessment tools, digital media, and professional development.

Pearson Learning Group. The leading publisher of supplemental materials for a wide range of ability levels for grades preK-12, and includes the imprints **Modern Curriculum Press, Globe Fearon, Dale Seymour Publications, Celebration Press** and **Dominie Press.**

Higher Education



Pearson Longman continues to build on its rich history of publishing quality materials for educators and students alike, with offerings in English, history, philosophy, political science, and religion.

Pearson Longman ESL is the leading publisher of language programs for adult learners in English as a Second Language, publishing 32 separate dictionaries for customers in over 150 countries. Longman Multimedia Programs provides interactive resources for teachers and learners of English.



Pearson Prentice Hall is the world's largest publisher of academic and reference textbooks and is committed to providing the most innovative, flexible, and powerful educational materials available today. Whether you are a student, an instructor, a prospective author, or a bookseller, Pearson Prentice Hall is the place to find a host of solutions to today's classroom challenges - ranging from traditional textbooks and supplements to CD-ROMs, Companion Websites, and extensive distance learning offerings.

Financial Times – Prentice Hall. From the top minds in their fields —with titles in economics, finance, general business, management, marketing, and information engineering. Publishing partners include Reuters and FT.com Books.

Pearson Addison-Wesley is one of the world's most respected publishers in computing, economics, finance, mathematics, and statistics. We are innovators of market-leading print and online resources and are proud to create successful teaching and learning solutions for both in and out of the classroom.



Pearson Benjamin Cummings is the foremost science publisher in higher education, publishing anatomy & physiology, biology, chemistry, health & kinesiology, and microbiology titles, as well as, the highly respected Addison-Wesley Physics & Astronomy imprint. Our partnerships with authors, instructors, and students result in the finest content and tools to teach students science and prepare them for the future.



Pearson Allyn & Bacon is committed to publishing the best print and media products to help teachers teach and students learn. Attracting the best authors possible and providing them with outstanding editorial, production, and marketing support, we produce market-leading materials in the education, psychology, sociology, communication, social work, anthropology, and criminal justice disciplines.



SAMS Publishing has more than 500 titles in print, ranging from introductory tutorials to comprehensive reference books covering operating systems, networking, databases, web development and design/programming.

QUE is one of the largest computer book publishers in the world, and sets the standard for superior tutorial reference products covering programming, operating systems, the Internet, word processing, databases, spreadsheets, integrated software/suites, hardware, and general computing.

Cisco Press is the only Cisco Systems-authorized book publisher of Cisco networking technology and Cisco certification self-study materials designed to help networking students and professionals prepare for Cisco certifications and master a diverse range of technologies.

Peachpit Press publishes the books that educate professionals and innovators in graphic design, desktop publishing, multimedia, Web publishing, and general computing, A to Z. Businesses include **Adobe Press** and **Macromedia Press**.



Wharton School Publishing authors are thought leaders who write about the underlying changes in business and provide practical applications and solutions for finance, management and strategy professionals. In an increasingly turbulent world and fast-changing business environment, business and policy makers seek a trusted source for new ideas to grow and to manage performance. Bringing together an extraordinary community of executives and thought leaders, WHARTON SCHOOL PUBLISHING opens a new door into the world of global business thinking, revealing the tools and ideas that will shape our world tomorrow.

Please note:

All Pearson titles must be purchased via Radar Education Ltd as the exclusive representatives of Pearson in Tanzania. If you are purchasing Pearson titles through a third party such as a bookshop or consolidator, then please verify that they have originally been sourced through Radar Education Ltd and are supported by the correct Publisher's Authorisation proving their originality and legality for sale. 'Publisher's' or 'Manufacturer's' Authorisations must be sourced directly from Radar Education Ltd and contain details specific to the individual order or bid. Failure to do so could be considered a breach of the territorial rights set down by Pearson within the United Republic of Tanzania, and may result in the supply of illegally imported or pirated titles that do not confirm with International Copyright Law