

## FACT SHEET

### Product Site

<http://www.igpublish.com/pearsonch-ebooks>

### Summary

Pearson Education Taiwan (PET) practices a "knowledge without borders" concept, translation or adaptation of the classic works of English culture to meet the needs of different levels of learning groups. PET holds strong to the belief that promoting knowledge is priceless especially when it is infused with local culture. Established iPearson Education Taiwan was established in 2000. It is a subsidiary of Pearson plc/UK and Pearson Inc/ US. Pearson Education Taiwan Co. Ltd. is the world's largest education publisher Pearson Education in Taiwan branch, for the majority of readers, students and teachers, set up to provide services.

### Subject Area

Business Management

### Unique Feature

Pearson Education Taiwan's concept - "knowledge without borders" involves the translation or adaptation of the classic works of English culture to meet the needs of different levels of learning groups, so that knowledge is priceless with much local content added into each book.

### Key Features

Focuses on Business and Management.

### Benefits to the Users

Immediate access to a highly informative set of business books for academics and practitioners. The collection will grow through digitization of the archives.

### Key Authors & Editors

Some of the key authors and editors are Philip Kotler, Steven Robbins, Kenichi Ohmae and many others.

### Primary Market

Schools, colleges, universities and academic libraries.

### Secondary Market

Corporate libraries and the general public.

### Publisher URL

<http://www.pearson.com.tw>