

Re: Request for Expertise

Monica Berger

Wed 4/7/2021 4:51 PM

To: Rosa Abreu <RAbreu@citytech.cuny.edu>;

hi Rosa: I've never heard of them. They are in the same city as Kendall Hunt who I suspect was their earlier name. Yep, they are **affiliated** with Kendall Hunt who is a major but not *the* major textbook publisher which is Cengage. Others at City Tech published textbooks with Kendall Hunt (Mark Noonan, Monique Ferrell?, etc.).

If you are eager to publish a textbook, you do have options to create an open textbook and bypass the corporate publishers. Cailean would know if there are funding opportunities. Just floating this idea past you. best, Monica

Monica Berger
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From: Rosa Abreu
Sent: Wednesday, April 7, 2021 4:06:34 PM
To: Monica Berger
Subject: Fw: Request for Expertise

Hello Monica,

I hope you had a relaxing Spring break. Monica, do you know the publisher below?

Sincerely,

Rosa Abreu
Assistant Professor
Hospitality Management
New York City College of Technology
300 Jay Street
Brooklyn, NY 11201
718-260-5666

From: Tim McFarland <TMcFarland@greatriverlearning.com>
Sent: Wednesday, April 7, 2021 3:06 PM
To: Rosa Abreu
Subject: RE: Request for Expertise

Professor Abreu,

I do not know if you received an email from my colleague previously. My name is Tim McFarland and I am an Acquisitions Team Member with the digital publishing division of Great River Learning. We work with professors to develop publications that would help better utilize technology in order to increase student engagement and enhance education in ways that a traditional book cannot do by itself. I am in the process of setting up phone discussions, and wanted to make an effort to connect with you.

First, let me assure you that I do not have a textbook to sell. I would like to meet with you for two reasons.

1. Hospitality is an area of publishing interest to us. I am interested in learning more about your course and teaching approach. We are also currently identifying professors teaching Dining Room Operations with whom we may be interested in developing educational materials.
2. Understanding the challenges and needs of professors teaching is also very important to us. We want to ensure that projects we develop truly add instructional value for professors and educational value for students.

Would you be available to connect via phone sometime over the next two weeks? Please let me know what time(s) work best with your schedule.

Best,
Tim

Tim McFarland
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