

## *The World Book Online Difference*



### **EDITORIAL EXCELLENCE**

World Book is known for taking complex topics and breaking them down into an easily understood format to enhance subject matter understanding. Our editors' rigorous writing, fact checking, and readability standards provide both thoroughness and expertise. World Book's goal is to provide the most relevant, important, and timely information to allow for a clear understanding on a topic. Additionally, World Book offers a robust, high-interest nonfiction print collection to complement and support digital resources, including the only general reference encyclopedia still in publication.



### **CUTTING-EDGE TECHNOLOGY**

World Book strives to invest in our resources to provide innovative and effective tools for learning. In addition to ongoing enhancements and added features, digital content is updated in real time as new facts, information, and subjects emerge. Continual market research ensures that ongoing enhancements align with current technological trends.



### **ALL AGES**

World Book content is meant to engage and excite—and enable and empower—all minds, from beginning readers to those simply interested in learning or keeping their facts straight. *World Book Online* aligns end-users with their appropriate learning level within a progressive sequence of databases that build upon the individual learner's capabilities.



### **DISGUISED LEARNING**

Attention-grabbing content captivates even the most reluctant learner. Image-based navigation, games, original videos, and activities are included to make learning interactive and fun. Intuitive browsing capabilities make World Book's digital product offering an information hub for the library, classroom, and beyond.



### **UNPARALLELED SUPPORT**

World Book's dedicated support team includes professional development specialists, a 24/7-customer service team, and local educational consultants—all of whom strive to maximize the benefits of your subscription. Customer feedback continually shapes our product offering and services. Ongoing communications, such as monthly newsletters, help support product awareness and increase usage.

## *What our subscribers love most:*

- ▶ Hundreds of thousands of easy-to-understand articles, captivating images, original videos, integrated primary sources, and eBooks
- ▶ Easy-to-navigate homepages
- ▶ Google Drive and Google Classroom integration
- ▶ A My Research personalized content saving tool
- ▶ Webquests for pre- and post-assessment
- ▶ Links to more than 400 daily World Newspapers
- ▶ 650+ customizable Timelines with personalization options
- ▶ Pathfinders of pre-generated content sets
- ▶ Citation Builder for 13 formats, such as blogs and lectures
- ▶ Advanced Search options
- ▶ Visual Dictionary in multiple languages
- ▶ A variety of How to Do Research guides
- ▶ Lesson plans, including World Book originals created around primary source documents
- ▶ Life Skills Center with step-by-step guides on important topics such as how to write a resume and financial planning
- ▶ Tens of thousands of biographies for both young and advanced researchers all in one place
- ▶ ESL/ELL support, including seamless article translation in more than 100 languages
- ▶ Activities designed for project-based learning
- ▶ Curriculum Correlations including Next Generation Science Standards

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Deborah Babb  
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