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W.H. Freeman and *Scientific American* reinvent science textbook to inspire non-science majors

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Today marks the release of "Biology for a Changing World", a new textbook written to help raise science understanding and knowledge for non-science majors. "Biology for a Changing World" is the first in an innovative new series of journalistic-based science textbooks for non-science majors. The textbook series is a partnership between leading science publisher W.H. Freeman and sister publication *Scientific American*.

"'Biology in a Changing World' is written specifically for the uninterested non-majors biology student," said Marc Mazzoni, senior editor at W.H. Freeman and former high school biology teacher. "The goal of the authors and editorial team, right from the start, has been to engage students, to show them why basic science knowledge is so important. Science is not a bunch of facts - science is knowledge that will impact their decisions as everyday citizens."

"*Scientific American* is known for its ability to make complex science, medicine and technology accessible and engaging in its articles and visuals," said Jeremy Abbate, Director of Global Media Solutions at *Scientific American*. "It is a pleasure for us to work with W.H. Freeman to help create this series. We hope that these textbooks will make science more approachable and exciting both in and outside of the classroom."

"Biology for a Changing World" is written and developed by two professors and two science journalists. The textbook features four biology units - chemistry, genetics, evolution and ecology - and combines relevant news stories to convey basic science concepts plus *Scientific American*-styled infographics to further explain the concept. A complete list of the topics covered in the textbook is available at: **www.whfreeman.com/SABiologyPreview**.

Traditional academic supplements are included, organized around learning objectives. Learning objectives allow instructors to tie the textbook and supplements directly to their state and school standards, making it easier for them to assess how well their students understand the material. The supplements program will also include a new electronic assessment resource tool called LearningCurve, an adaptive quizzing system geared at helping students understand the misconceptions they may have about a particular topic.

The biology textbook is available now and can be ordered as a bound, loose leaf or e-book form. Future titles in the series will include Environmental Studies and Psychology textbooks.

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About *Scientific American*

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches more than 5 million consumers and scientists. Over 140 Nobel laureates have contributed to the magazine, helping drive *Scientific American*'s power to inspire, spark new ideas, shift paradigms and expand visions for the future. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany. For more information, please visit **www.scientificamerican.com**. Nature Publishing Group is part of Macmillan Publishers Limited.

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