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Dawson is pleased to announce a partnership with McGraw-Hill who, to meet customer demand, has launched an ebook chapters programme. Over 700 Individual chapters from bestselling Business & Investing titles and Six Sigma titles are now available to purchase.

McGraw-Hill Professional (MHP) is a leading global provider of print and electronic content and services for the business, technical, and medical communities. Its offerings include reference and certification books for all professional and educational disciplines plus online solutions on business and financial, medical and health, engineering, and scientific topics. McGraw Hill ebooks have been available to dawsonera customers for a long time but now we are pleased to offer you eChapters, a new concept in ebooks, which allows you to buy only the chapters that are relevant to you.

McGraw-Hill is excited by the 'Select: eChapters in an Instant' initiative as is Dawson. *Selects'* collection contains more than 700 chapters pulled from business and process management (Six Sigma) categories, which allow us to offer you these groundbreaking eChapters via dawsonera.

The move to eChapters "gives us more depth in the digital distribution area and extends the range of ebooks and other digital products we have been selling for a number of years" noted Philip Ruppel, president of MHP. The chapters are priced between \$6.95 and \$9.95. Ruppel views the eChapter price as extremely fair, observing that the content is expensive to compile yet is aimed at a target audience that is willing to pay for critical information that may give them a competitive advantage. Libraries will still be able to purchase the full ebook but this new offering allows subject specialists to pick more relevant content in a concise and more affordable way.

Among the works from which the chapters are drawn are *Security Analysis* by Benjamin Graham and David Dodd, *When Markets Collide* by Mohamed El-Erian, *The Six Sigma Way* by Peter Pande, Robert P. Neuman, and Roland R. Cavanagh, and *Lean Six Sigma* by Michael George. Ruppel said McGraw-Hill is now considering offering additional eChapters in some of its other areas, such as engineering and architecture.

"We've been a leader in publishing professional content for decades. Our mission continues to be to deliver the best and most authoritative professional content in the world -- while being platform agnostic and flexible as technology evolves," says Laura Friedman, Publisher of Digital Products and Services for Business.

Find details of all the McGraw-Hill eChapters in the dawsonera catalogue by selecting 'McGraw-Hill Chapters' from the Publisher drop-down menu.

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