

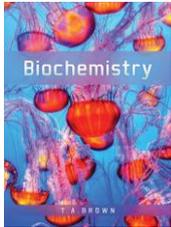
# **Making Biochemistry Affordable**

The chances are that you currently recommend that your students buy one of the following books:

**Biochemistry 8e** by Berg *et al.* (June 2015) – 1120 pages; £62.99 & **\$290.75**  
**Biochemistry: a short course 3e** by Tymoczko *et al.* (June 2015) – 800 pages; £50.99 & **\$214.82**  
**Biochemistry 4e** by Voet & Voet (Jan 2011) – 1520 pages; £209.99 & **\$232.61**  
**Biochemistry 8e** by Campbell & Farrell (April 2011) – 864 pages; £138.00 & **\$323.95**  
**Biochemistry 5e** by Garrett & Grisham (March 2012) – 1280 pages; £55.99 & **\$427.95**  
**Principles of Biochemistry 6e** by Nelson & Cox (Nov 2012) – 1340 pages; £55.99 & **\$230.01**  
**Biochemistry and Molecular Biology 5e** by Papachristodoulou *et al.* (Jan 2014) – 624 pages; £39.99 & **\$172.95**  
*(Prices taken from Amazon.com/co.uk, July 2016)*

These are great books, but:

- they are generally too long and detailed for students taking only a short course
- students (especially in the US) find them too expensive; see [www.studentpirgs.org/campaigns/sp/make-textbooks-affordable](http://www.studentpirgs.org/campaigns/sp/make-textbooks-affordable) for more information



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## **A new top-quality textbook that solves both problems:**

**Biochemistry by Terry Brown (Oct 2016) – 550 pages; \$65.00**

This brand new book by a proven textbook author covers all that a student needs to know – at a much lower price.

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The book is produced to rigorous standards – a leading textbook author, thorough academic review, high quality printing and artwork.

It is a far better choice for short courses because:

- It is pitched to cover all the key facts and concepts that students need to know – and at a level designed exactly for them
- It is far more affordable by students on a tight budget.

## **How do we keep the price down?**

**By re-thinking the textbook publishing process – maximising value, cutting out unnecessary cost:**

- Sending out thousands of free exam copies on publication is massively expensive – and busy faculty tell us they prefer to do an initial review online anyway – so we don't do it. Instead we send out electronic exam copies. Then if faculty are thinking of recommending the book but need to see a physical copy to make a final appraisal, we send them one.
- We supply Powerpoint files for all of the figures, tables and answers to the end of chapter questions. We do not provide animations or videos because they are expensive to make but little used by students. Many such sources are freely available on the internet anyway.
- We don't employ reps to pressure you into a decision! Instead we respond immediately to your emails and phone calls, and we will meet with you if you need to see the whites of our eyes before adopting the book. And, of course, we'll be at the relevant society conferences and you will be welcome to meet with us at these to discuss your requirements.