

PENGUIN CUSTOM EDITIONS

PHILOSOPHY

This is the order form for *Penguin Custom Edition: Philosophy*, a new custom reader program for philosophy courses published by Pearson Custom Publishing. With this form, you can create your own *Penguin Custom Editions* (PCE) reader by selecting the specific readings you want to build a custom printed book tailored to your specific course needs. (Note: You may also order your PCE reader online at www.pearsoncustom.com/pengphil.)

INSTRUCTIONS

1. Page 1 of the form asks you to provide information about your course and bookstore. It also serves as a Fax Cover Sheet.
2. Page 2 of the Order Form asks you how you would like to customize the title page.
3. After filling out Pages 1 and 2 of the Order Form, start making your selections. Using Page 3 of the Order Form, specify the readings you want—in the order in which you want them to appear in your printed PCE reader—by filling in the **author, title, and selection number** of each reading in the blank space provided (opposite 1, 2, 3, etc.). You'll find the selection number listed for each reading in the Annotated Table of Contents in this Selection Guide.
4. Please check to be sure that the sequence of selection numbers you specify reflects the exact order you would like the readings you select to have in your published custom reader.
5. Review the final checklist (found on Page 2 of the Order Form).

When you finish, simply fax (at 617.671.2923) or mail us the Order Form and we'll do the rest! We will contact you with your ISBN and the final net (bookstore) price for your PCE custom reader a few days after receiving your form. Use that ISBN and the title, *Penguin Custom Editions: Philosophy* to place your order with your bookstore. The books will be delivered to your bookstore within 4–6 weeks of the date we receive a purchase order from the bookstore. To guarantee timely delivery, please direct your bookstore to contact us with your order directly using the telephone number given below.

The pricing scheme is a \$8.00 base price plus \$.09 per page for all *Penguin Custom Editions* material. Please note that this is the net price to the bookstore. Outside material is \$.10 per page plus permissions fees if applicable. We will obtain all necessary permissions and include any fees for them in the net price of your custom book.

CONTACT US FOR MORE INFORMATION AT:

Penguin Custom Editions Project Specialist
501 Boylston Street, Suite 900
Boston, Massachusetts 02116
Telephone: 800-777-6872
Fax: 617-671-2923
Email: dbase.pub@pearson.com

PLEASE PROVIDE INFORMATION ABOUT YOUR COURSE

Instructor authorized to approve final contents of the custom text _____

Department _____

School Address _____

Office Phone _____

Office Fax _____

Home Address _____

Home Phone _____

E-Mail _____

Course Number _____

Course Name _____

Number of sections _____

First day of classes for the term you will use this text _____

Total enrollment expected for the sections using this text _____

Total number of desk copies for faculty this term only _____

***Note:** Because there will be no standing inventory, faculty desk copies can only be provided when an initial or reprint order is placed by the bookstore.*

Date you expect to place your order with the bookstore _____

Name of bookstore(s) ordering the text _____

Name of your bookstore contact _____

Address _____

Phone _____

Fax this order form to 617.671.2923

Total number of pages you are faxing _____

CONTACT US FOR MORE INFORMATION AT:

Penguin Custom Editions Project Specialist

501 Boylston Street, Suite 900

Boston, Massachusetts 02116

Telephone: 800-777-6872

Fax: 617-671-2923

Email: dbase.pub@pearson.com

**PLEASE PROVIDE INFORMATION ABOUT YOUR VERSION OF
PENGUIN CUSTOM EDITIONS: PHILOSOPHY**

What would you like to appear on your customized title page?

Your name _____

Your school name _____

Your course name _____

Would you like to include selections from outside the database?

Yes

No

If yes, please enclose a hard copy of the reading(s) and indicate the title, original credit line, and number of pages of the reading(s) below.

Total number of pages _____ (If more than one outside selection, please list on a separate sheet.)

Which Penguin Custom Editions cover design would you like to use?

"School of Athens"

"The Thinker"

GUIDELINES FOR OUTSIDE MATERIAL

A. Pearson Custom Publishing will provide you with an estimate of the permission expenses for outside materials, the cost of which will be reflected in the price of your book.

B. Inclusion of outside materials requires additional time when fulfilling an order.

Note: Orders containing outside materials must be received 8-10 weeks prior to your course's start date.

C. Please note that only 20% of your *Penguin Custom Editions* custom reader may come from outside sources.

YOUR FINAL CHECK

Please review this list before faxing us your order form.

I have filled out pages one and two of the *Penguin Custom Editions* Order Form.

I have noted the sequence of my selections.

I have noted how many pages I will be faxing on the cover sheet of this Order Form.

Total number of selections chosen _____

Bundle Orders: *Would you like to order your Penguin Custom Editions reader shrink-wrapped with one or more Prentice Hall or Longman textbooks or Penguin Classics titles for a 10% discount off the combined net price? If so, please fill in the author, title, edition, and ISBN of the book(s) in the spaces below.*

PENGUIN CUSTOM EDITIONS SELECTION FOR _____ *your name*

Please write legibly the author, title, and file number (ex: PWC1-511-A , Aristotle, The Birth of Athenian Democracy) for each reading you want to select in the list below. Titles and selection numbers for all available readings are provided in the Annotated Table of Contents in the Selection Guide. Please note that the “1, 2, 3” order of the reading titles and selection numbers you enter in the list below should reflect the **exact sequence** of readings you want to appear in your published custom reader. If you are including your own material or outside readings in your Penguin Custom Editions reader, please write a title for this material (i.e. Syllabus, Course Notes, etc.) and its page length in the appropriate sequence box.

Selection Author, title, and file number (or, in the case of outside material, title and page length)

File #	Author	Title
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		
26.		
27.		
28.		
29.		
30.		