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We have found powerful ways of using new media to help people learn. In June 2000, we announced a series of major strategic alliances to create Learning Network(www.learningnetwork.com), an online consumer education network and the Internet's premier education source.

In September 2000, we acquired National Computer Systems (www.ncspearson.com), one of the leading commercial testing and educational services companies in the United States. The combination of NCS and Pearson Education made us the world's leading integrated education company, linking curriculum, assessment, and data management.

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Our bestselling math and social studies programmes led the way. They gained substantial market share, creating a platform which will help to drive strong backlist sales in future years. While we were marketing and selling these programmes, we were also working hard in finalising the new reading, literature and science programmes that will secure our future growth.

operating profit analysis

	1999 actual	1998 actual
PEARSON EDUCATION	£265m	£99m
FT KNOWLEDGE	£(8)m	--
TOTAL	£257m	£99m
INTERNET ENTERPRISES	£(3)m	--

Nor did our US higher education and professional publishing business miss a beat. With a 12% increase in sales, our college publishing operations outperformed the competition and strengthened their market leading position. We stepped up the development of text/web and online course management programmes that create more interactive learning, enabling us to build closer relations with professors and students. We also invested more in the new signings and successful first editions that will keep us ahead of the pack. Our professional and technology publishing group achieved similar growth, buoyed by a strong publishing programme and surging interest in technology and e-commerce issues.

Our International business increased sales by 5% to £446m. We moved swiftly to transform the extensive international networks of both

AWL and Simon & Schuster into a single cohesive force, building up our local publishing presence and strengthening our distribution and marketing networks. In print and online, we continued to expand our leading English language teaching business as the number of people around the world who want to learn English grows rapidly by the day. In the latter part of the year, we capitalised on the first signs of sustained economic recovery in emerging Asian and Latin American markets.

FT Knowledge made losses of £8m as it invested rapidly in expanding its scale and scope to capitalise on the explosive growth of online learning and the burgeoning demand for business qualifications.

We are working with the University of Michigan Business School, one of the leading providers of executive education in America, to offer online executive management courses. We have set up a joint venture with Regents' College, a leading US 'virtual university', to accredit a wide range of FT Knowledge business and computing programmes. And we are working with The Wharton School of the University of Pennsylvania University, one of the most prestigious business schools in the world, to offer programmes in eBusiness which will be delivered and supported online.

	1999 actual	1998 pro forma
us school	£586m	£537m
us higher education and professional	£666m	£593m
international	£446m	£423m
ft knowledge	£19m	--
discontinued	£8m	£22m

sales analysis

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To the surprise of most Mac fans, the number one bestselling Macintosh software is Microsoft Office for the Macintosh. It's by far the most popular Macintosh software, and the first software purchase a new Mac user is likely to make. And for the first time, Office 2001 comes without a single page of printed instructions. The packaging is a five- inch-square clear plastic case housing the CD-ROM and little else. Fortunately, Pogue Press/O'Reilly is once again ready to embrace the befuddled and overwhelmed--with *Office 2001 for Macintosh: The Missing Manual.* It tackles each of the primary Office applications with depth, humor, and clarity, and provides relief for the hapless Mac user who'd rather read professionally written printed instructions than hunt through a maze of personality-free help screens. The book is structured to help the beginner as well as the seasoned user. Part One provides an overview of Word. From "What's New," to "Basic Word Processing," to "Document Design," to "Advanced Word Processing"--with in-depth details on creating Web pages and performing mail merges using Word. Part Two covers the new Palm-syncable calendar in Entourage, including all aspects of email, how to best

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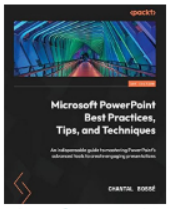
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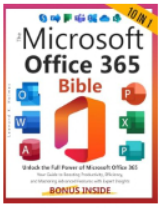

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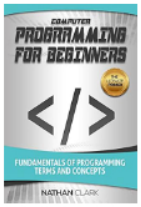

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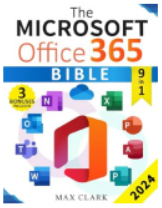

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About the Author

Nan Barber is the coauthor of two titles in the Missing Manual series and served as a series editor for over 10 years. She is currently an Associate Editor at O'Reilly with a focus on titles on programming and IoT.

David Reynolds is the executive editor of *MacAddict*magazine.

Product details

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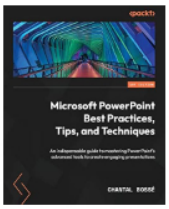

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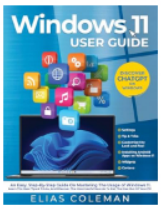

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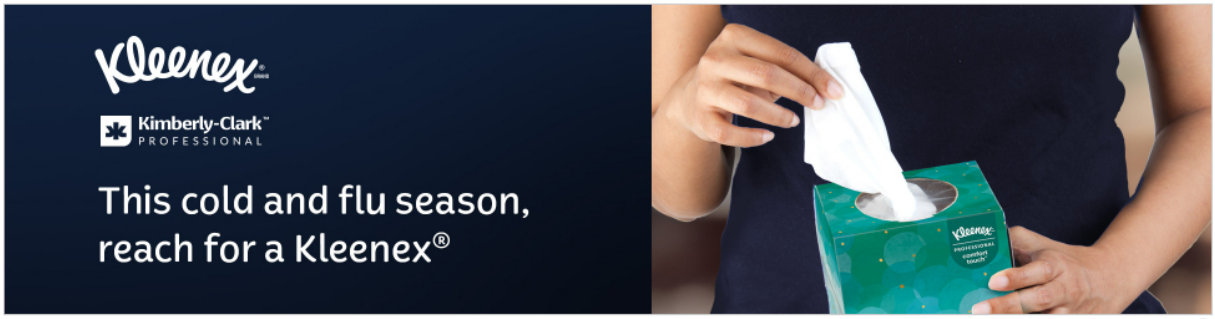

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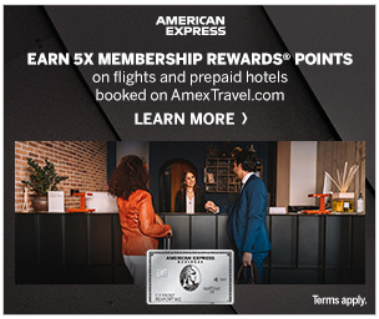

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This book exceeded my expectations. It is written in that clear way that helps you to understand processes that are after all, usually pretty hard to understand. The many sidebars of tips are especially helpful and reading it made me want to try out some of the new stuff mentioned.

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James Miller

★★★★★ **Blown Away**

Reviewed in the United States on February 13, 2002

I have been a Wordperfect user forever, I had it on the Atari platform and then I got the Mac version when I switched to Macintosh computers. I was pretty disappointed when Wordperfect dead-ended. I have been using 3.5e for the last little while, but the world has taken to Word and I, until now, refused to go along.
One major sticking point on changing from Wordperfect to Word was that Word could not jump from start of file to end without me having to use two hands. I had learned to hit either the "home" or "end" keys and Word bugged the hell out of me because I had to use the command key as well. A minor annoyance to most, but to me this was big!
I bought Office 2001 for Dummies and got no help. The best I got was to use icons for start and end. A bit of an improvement, but still not what my fingers and brain had become instinctively used to.
I have had the Missing Manual for Office 2001 for a day and I was able to assign the keyboard to do it my way: The Old WordPerfect Way!
Thank you all of you. This book paid for itself with that one tip.
I have been browsing the Missing Manual, and it is overwhelming - in a satisfying way. It has so much more than the average computer manual. Best of all, it explains it in sufficient detail that I can actually do what

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Wai Sing Lee

★★★★★ **It's Worth the Money!**

Reviewed in the United States on September 7, 2001

I picked up this book a couple of weeks back and I have to say that I love it enough that I am going to go back and pick up the OS 9 Missing Manual.
The book is well laid-out, it's clearly written, it's up to date (for now) and I found out enough info for Excel that made it worth the money to buy it.
The book is aimed at someone who is relatively familiar with the Mac operating system but not with Office 2001. It starts from the beginning but does not coddle you. I think it even goes so far as Excel macro programming but I have yet to go so far.
I used to be a computer bookstore manager(Toronto Computer Books) and I've seen a LOT of books in my time. This is one that I would actually pay for full price! :-)

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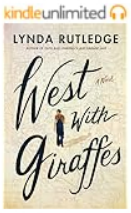

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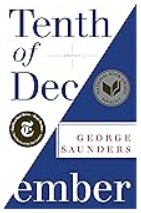

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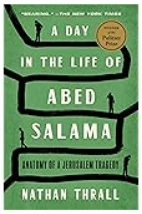

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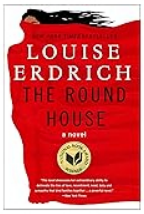

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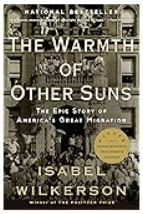

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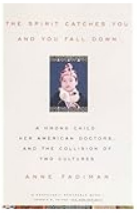

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