Before the assignments...before the tests...before the diploma...comes the foundation of learning: engagement. Like you, our passion is to engage the minds of your students and challenge them to think critically. Cengage Learning uniquely combines people, products, and personalized services to help you prepare students for success – in the classroom and in life.

**LEARNING SOLUTIONS: Beyond Memorization. Understanding.**
Offer your students learning resources focused on engagement, taking students through the levels of application, analysis, and critical thinking with depth and context.

**MindTap**
MindTap is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and improve thinking, allowing you to measure skills and outcomes with ease.

**CengageNOW**
CengageNOW provides all of your teaching and learning resources in one intuitive program organized around the essential activities you perform for class – lecturing, creating assignments, grading, quizzing, and tracking student progress and performance.

**LivePlan**
LivePlan from Palo Alto Software is a web-based business plan software that allows your students to work as teams, receive intuitive advice, and produce a professional-grade business plan through software used by real entrepreneurs. LivePlan is available with CengageNOW and CourseMate.

**CourseMate**
Cengage Learning's CourseMate brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook.

**Write Experience**
Help students write effectively without adding to your workload! Write Experience uses artificial intelligence to score student writing instantly and accurately. It also provides students with detailed revision goals and feedback on their writing, to help them improve written communication and critical thinking skills.

**MikesBikes—Intro**
MikesBikes—Intro is a simulation that progressively steps students through fundamental business decisions and strategy while reinforcing knowledge and developing skills as students manage their own company. [www.smartsims.com](http://www.smartsims.com)

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MindTap™

Tap into the personalized teaching experience

MindTap is a personalized teaching experience with relevant assignments that guide students to analyze, apply, and improve thinking, allowing you to measure skills and outcomes with ease.

Elevate Thinking
Relevant readings, multimedia, and activities are designed to take students up the levels of learning, from basic knowledge to analysis and application.

Easily Set Your Course
Personalized teaching becomes yours through a Learning Path built with key student objectives and your syllabus in mind. Control what students see and when they see it.

Promote Better Outcomes
Analytics and reports provide a snapshot of class progress, time in course, engagement and completion rates.

“We have seen an increase of at least one letter grade when we compare the performance of students who used MindTap with those who didn’t.” — Scott Domowicz, Erie Institute of Technology

Tap into more info at: www.cengage.com/mindtap

Engaged with you so you can engage with them
Cengage Learning’s team of experienced, highly-credentialed professionals works with you to improve learner engagement and outcomes through a portfolio of personalized services:
• Unmatched training and support
• Customization of our print and digital solutions to meet your course needs
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