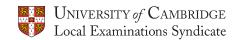
# The current playing field



#### The digital edge

Lis Tribe Managing Director Hodder Education Group



## Cambridge Approach to Textbooks

#### **The Digital Edge** Lis Tribe, Managing Director, Hodder Education Group

28<sup>th</sup> April 2016



## Can digital provide - ?

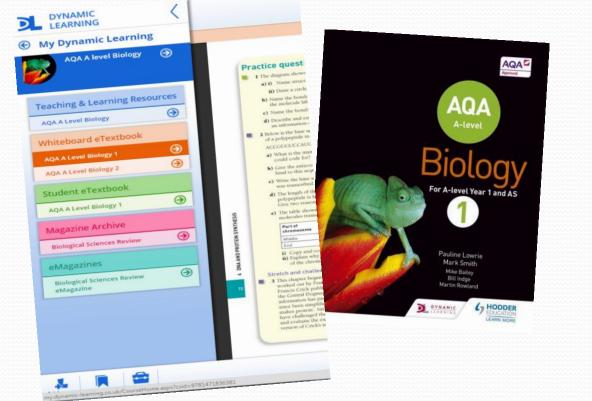








#### **Classroom benefit**



 Integrated, pedagogically driven suite of resources



### **Affordability - and service**

TESCO

Groceries

TESCO groceries Let us do the hard work for you. Save time and money when you shop online

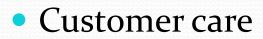
Shop Groceries

Delivery slots from £1 Favourites Brand Guarantee Baby & toddler event

My account My current onle

#### Coherence and purpose

• Value for money





## The digital edge

