
□ SOMETHING ABOUT US

Pacesetting Educators Are Part of the Heinle & Heinle Partnership

Editorial Note: The information for this occasional feature was provided by the subject(s) of the feature.

Partnership With Outstanding Teachers

Heinle & Heinle Publishers has a tradition of leadership in the development of innovative foreign language teaching materials.

At Heinle & Heinle we maintain this leadership by our close partnership with outstanding teachers and authors in French, German, Spanish, Italian, and ESL/EFL. Our specialization in publishing for the language teaching profession supports this partnership by permitting us to concentrate on one goal: development of the best, most effective language learning materials.

Successful Innovation

There is a reason why outstanding and pacesetting language educators are part of the Heinle & Heinle partnership. That reason is successful innovation.

Our successes over the past years include

Allons-y, the best-selling proficiency oriented language teaching package to appear in the college market, with its innovative Instructor's Resource Kit;

Interaction, the most popular intermediate level college French program of the past 5 years;

Wendepunkt, an intermediate German program that provides text, student cassette and workbook in a totally integrated package;

Videos, our widely acclaimed videos in French and Spanish that expand the language classroom into a cultural adventure;

New Intercom, the ESL/EFL series that holds a major position in both the domestic

and international markets for English language teaching;

Teaching Language in Context, Alice Omaggio's award-winning methods text that has defined the practice of teaching for proficiency for this generation of language instructors.

As it has grown, our partnership with the teaching profession has brought us beyond the boundaries of the ordinary publishing house to areas where no other publisher has ventured:

Book-specific videos in French and Spanish by our videographer, Dr. Bernard Petit;

State-of-the-art CAI materials such as *Tête à Tête*, *Cara a Cara*, and *système-D*;

A series of texts, *Du Tac Au Tac*, *Imagine*, and *Reden, Mitreden, Dazwischenreden*, packaged with cassettes for each student, that have changed the way target language communication is taught;

Readers that combine authentic documents with the most effective strategies for reading proficiency in a second language (*Entre Lignes*, *Tranches De Vie*);

The introductory college program *Poco a Poco* that has established the way instruction for proficiency can work in the classroom.

Working Together

All those innovative, creative expressions of the best language teaching available, are available to instructors only because Heinle & Heinle listens to our partners in language education, as we work together to provide effective teaching resources for this and future generations of teachers.

Our future is the continuation of this tradition of innovation and pacesetting materials. We invite all language educators to join with us in this partnership.