We are nearly at the end of another year and it is time to reflect on what happened in 2015 and what we aim for in 2016...

What did Consumo Publishers do for you, as a teacher, in 2015?

✓ We created fantastic textbooks and other Business Studies resources (including posters for your classroom)
  o Read the section on textbooks later in the newsflash!

✓ We created a great website (www.consumo.co.za) AND updated it on a regular basis, offering:
  o Links to more than 30 articles and You Tube clips on subject related content
  o Links to another 35 articles and You Tube clips on FAMOUS BRANDS (2015 case study for grade 12)
  o That amounts to more than TWO additional resources per teaching week that you could have simply downloaded and used in your classroom 😊

✓ Consumo created a Twitter account (@consumopub) where we are tweeting on Business Studies, Famous Brands (and competitors) and general educational issues where teachers who pride themselves on being leaders in their fields, share and learn from each other
Consumo Publishers’ aims for 2016

✓ As the leader when it comes to quality Business Studies resources, we set the tone by announcing that we are keeping our textbook prices the same for 2016. We were happy to see the advantage of competition in action when some of our competitors followed suit and decided to limit their price increases too 😊😊😊

✓ We have expanded our range to include grade 8, 9 and 10 books and we are looking at again expanding our range (hopefully) very soon
  ○ Read the section on textbooks later in the newsflash!

✓ Watch this space (and keep an eye on the website) for up to date info on the 2016 case study (Mr Price). See the attachment (compiled by a very experienced teacher and one of the senior markers in the IEB - Darren Purdon) for an introduction to Mr Price. An in depth analysis of Mr Price, their competitors and the industry to follow soon - especially for our loyal Consumo customers ...

✓ A website that is not updated on a regular basis probably says something about the quality of information of the other resources. That is why Consumo Publishers takes pride on adding new and relevant articles on a regular basis...

✓ Do you have any other suggestions? Let us know. You are important to us!
Our current and NEW textbooks:

✓ Grade 10 - 12 Business Studies Textbooks and an Iterum series of daily summary activities
  o At Consumo we strive to keep explanations in easy to understand language
  o We prefer a bullet-format, because it is easier to learn (and questions in exams should preferably be answered in bullet form as well)

✓ Grade 8 - 9 EMS (Business Studies and Economics) workbooks

✓ Grade 8 - 9 Accounting workbooks (preparing learners from grade 8 for the demands of the FET phase of Accounting)

✓ All books are available in Afrikaans and English.
  o Ons vertalings in Afrikaans is uit die boonste rakke, want ons maak dit ons prioriteit!

✓ All books are available in ebook format (from more than one platform)
✓ A few extracts from our books:

*It is important to keep in mind that some learners are more visual learners...* Consumo’s content is offered in a variety of formats to cater for different types of learning styles – making it easier for learners to master content and perform well!

The 3 P Creativity model is internationally recognised as a tool to help learners understand the process of creating business ideas. This model is included and discussed in detail in the grade 10 Consumo Business Studies book.

*Blowfield and Murray’s approach to Social Responsibility is included in the grade 11 book and allows for exiting classroom discussions to develop higher order thinking (HOT) cognitive skills in learners.*
Sustainability is a “buzz word” in all business spheres. Open any reputable Business journal or the Annual General Report of a Blue Chip Company and read about their efforts to be sustainable role players in the world of business. In the grade 11 book we are helping learners to broaden their understanding of the concept …

Especially in the light of the emphasis that is placed on Corporate Governance in the grade 12 SAG!

We would like to hear from you (www.consumo.co.za or consumopublishers@gmail.com):

- Any suggestions for our books?
- What else would you like to see on the website?
- Is there a specific topic you want more tweets on?
- Do you know of anybody that would like to be on our mailing list?

Kind regards

Estie and Zain

The Consumo Team
# Price list: 2016

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<tr>
<th>Item</th>
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**Delivery fees:**

- **Johannesburg/PTA:**
  - An invoice less than R4 000: R200
  - For every R4 000 thereafter: R200

- **Rest of South Africa:**
  - An invoice less than R4 000: R250
  - For every R4 000 thereafter: R200

- **Other Southern African countries**
  - By special arrangement

- **An order over R12 000:**
  - Free Delivery

*All books will be available in electronic format (e-books)*