

## What are the Key Benefits?

<b>Brings history to life</b>	World Conflicts Today (WCT) brings history to life through dramatic stories, slideshows, videos, photographs, dynamic maps, and one-click access to foreign or unfamiliar words.
<b>Provides unbiased information</b>	Developed free of any narrow political agenda and reviewed by experts for objectivity, WCT provides the kind of unbiased coverage that is rare on the Web.
<b>Promotes critical thinking</b>	Innovative teaching activities and document- and image-based questions help promote critical thinking skills in students.
<b>Increases media literacy</b>	Extensive multimedia elements improve students' abilities to analyze and evaluate politically charged messages.
<b>Supports curriculum</b>	Standards-correlated content and activities help teachers comply with national and state mandates.

## Why World Conflicts Today over Competitors?

WCT At a Glance	Unique Differentiators
<p><u>CONTENT</u></p> <ul style="list-style-type: none"> <li>• Average length, 150 pages</li> <li>• Visually stunning slideshows</li> <li>• Historical photographs</li> <li>• Video</li> <li>• Dynamic maps</li> <li>• Timelines</li> <li>• Primary sources</li> <li>• DBQs</li> <li>• Teaching tools</li> <li>• Biographies</li> <li>• Statistics</li> <li>• Notable quotations</li> </ul> <p><u>FEATURES</u></p> <ul style="list-style-type: none"> <li>• Q/A-style overviews</li> <li>• Sidebars for detailed information</li> <li>• Downloadable multimedia</li> <li>• Citation generator</li> <li>• Clickable glossary terms</li> <li>• Standards-correlated content and activities</li> <li>• Simple "no tutorial" navigation</li> <li>• 508 compliance</li> <li>• Print / e-mail menu</li> <li>• Free online training</li> <li>• Regular newsletters</li> </ul>	<p>Combining the appeal and currency of a news magazine with the rigor and historical context of an encyclopedia, WCT provides a unique insight into ongoing conflicts in Iraq, Afghanistan, Israel/Palestine, Darfur, and other strife-torn parts of the world. Part reference, part teaching tool, part student resource, WCT has something for everyone.</p> <p><b>WCT vs. Google</b> — Whereas Google offers unfiltered access to millions of web sites, WCT synthesizes the best and most relevant information into engaging narratives.</p> <p><b>WCT vs. activist sites</b> – Whereas activist sites typically reveal flagrant bias and sloppy grammar and diction, WCT is objective and meticulously written and edited.</p> <p><b>WCT vs. U.S. Government sites</b> — Whereas government sites tend to explain conflicts in terms of U.S. security concerns, WCT goes deeper by describing the objectives of all the key players.</p>



## Questions to Ask Before Investing:

<b>Teacher</b>	Is it important for students to stay informed about ongoing world conflicts?
<b>Principal</b>	Does preparing students to think critically enhance their prospects of academic success?
<b>Ed Technology</b>	Would you value a product that provides access to large quantities of vetted multimedia?
<b>Media Specialist</b>	How useful is a product that combines the benefits of an encyclopedia and a glossy magazine?