



## **B.E. PUBLISHING**

Dear Ladies and Gentlemen of the Textbook Commission:

### **Executive Summary for Feedback/Hearing Round**

This letter serves as B.E. Publishing's official appeal to the decision to NOT adopt the following textbooks:

Textbook Title: Business & Professional Communications  
Course: 5888 Business Communication  
Grade Level: 9-12

### **Rationale of the appeal:**

B.E. Publishing addressed the first round of textbook adoption review by updating and/or adding new content to the textbook in every category that was deemed "not meeting the standard" by each reviewer.

There were two reviewers who "re-reviewed" the textbook on round two:

One reviewer passed the textbook as "yes, this title is adopted." This reviewer deemed that the textbook met more than 80% of the standards, which is a requirement for a textbook to be adopted. A second reviewer rejected the textbook's adoption. The data from this reviewer's report indicated that the textbook met 60% of the standards.

The appeal is largely based on the fact that there is a significant discrepancy in the percentage of standards being met between the two reviewers. We realize that there are "subjective" opinions during the review process; however, when there are only two reviewers, the review evaluation is not a majority.

Furthermore, the textbook "Business & Professional Communications" is 100% aligned to the Precision Exams Certification for Business Communication I and Business Communication II. Precision Exams is the leading certification authority for certifying students and professionals in the area of business communications and numerous other career-based skills areas. Please visit [www.precisionexams.com](http://www.precisionexams.com) for evidence of this claim.

The textbook is also 100% aligned to the course "Professional Communications" in the state of Texas. Texas standards for this course are without question the most rigorous set of standards across the USA, another reason that we recommend that the state of Tennessee adopt this title.



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### Conclusion:

We would like the opportunity to present our evidence to the committee and demonstrate the benefits that adoption of this textbook would offer Tennessee students. Based on the points made above, we respectfully request that the state Textbook Commission consider this title for adoption.

Sincerely,

*Michael Gecawich*

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