

Heading	Body Text	Miscellaneous
<h1 data-bbox="99 264 518 623">The Secret to <i>Campbell</i> <i>Biology's</i> Success</h1>	<p>Neil Campbell was a young researcher. He got a position teaching, a faculty position at Cornell.</p> <p>During his first year a sales rep came into his office and started asking about how his experience was teaching. And Neil went off on a rant about textbooks. And how these textbooks just seemed boring to him. They were a column of text, a column of text, another column of text, and maybe a photo. But then more text. And he said he would use art to tell the story. He would use art to teach.</p> <p>And so the sales rep said to him, "Hey would you be interested in writing a book?" And he said, sure he'd be willing to try that out.</p> <p>So Neil agreed to submit a chapter and he decided to write that chapter on water. And that chapter is still in the book.</p>	<p>Title: The Secret to Campbell Biology's Success Picture of Neil Campbell</p> <p>Author Lisa Urry speaking</p> <p>Picture of Campbell Biology's water chapter page</p>

And in 1987 the first edition came out. And from the very first printing of the first edition Campbell Biology has been the most widely used college level introductory textbook in Biology.

Campbell Biology has been used by 12 million students since the first edition.

And it's been so successful because of, kind of the hallmark features of Campbell.

It's the gold standard for accuracy and for writing quality. I think the narrative. It tells the story in a very accurate way.

Secondly, the art is used to teach. Neil's original idea of using art to teach has been carried through all of the editions.

Thirdly, every single edition we would bring in new features based on evolution of students and instructors over the years and what people have

Picture of first edition of Campbell Biology

Author Lisa Urry speaking

Text: 12 Million Students

Author Lisa Urry speaking

Video of scrolling through Campbell Biology etext

Picture: Campbell Biology Ion Movement and Gradients page

Picture: various pages from Campbell Biology

learned about Biology education.

Author Lisa Urry speaking

So I think it's those three things that have made Campbell so successful over the years.

Text: 1. Trusted Content

2. Art Program

3. Innovation

The trusted content. The visual kind of, using art to teach. And the ability to innovate for every edition

Title: How has the current author team maintained this success?

The teams was hand selected by Neil Campbell before he died. And the team was carefully constructed to reflect that we're all teachers.

Author Lisa Urry speaking

Picture: Author team

And we're from different types of institutions so we have a multitude of experience in our team.

Author Lisa Urry speaking

Picture: Campbell Through the Years

I think he would be actually extremely pleased to see what we've done with his beginnings.

Pearson logo

