



Digital Information Products

FOR K-12

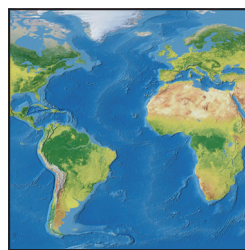
2018 - 2019 Catalog



World Culture



The USA



Maps



Language



World Food



WORLD TRADE PRESS®
The Global Knowledge Company



Digital Information Products

FOR K-12

2018 - 2019 Catalog



World Trade Press is the world's premier publisher of country-by-country information products for culture, travel, language and food. Our online databases help students and teachers understand cultures of the world, learn languages, and become global citizens.

Our thousands of institutional subscribers and licensees include middle and high schools, public libraries, academic institutions, and government agencies.

We salute our worldwide team of hundreds of professional researchers, writers, editors, database administrators, graphic designers, web developers, and freelancers whose knowledge, experience, and expertise make our products possible.



- ◆ 175 Countries
- ◆ 84 Culture-specific topics each
- ◆ Sample topics: greetings, gift giving, education, holidays, folklore, history, women in culture, cuisine, sports, maps, flags, and religion.



- ◆ 60,000 Royalty-free maps
- ◆ Map categories include: world, regional, country, state, political, physical, outline, environmental, scientific, and antique maps. Plus visual glossaries, geography games, flag images, and teaching tools.



- ◆ 50 U.S. States, 4 U.S. Territories and the District of Columbia
- ◆ USA as a country
- ◆ 90 Topics for each state, territory, and the District of Columbia
- ◆ 106 topics for the USA as a country



- ◆ 30 Languages of study
- ◆ 30 Interface languages
- ◆ 260 important words and phrases for each language
- ◆ 7,800 Native-speaker video clips



- ◆ 174 Countries, 17 food-related topics each
- ◆ 545 Ingredient articles
- ◆ 7,000+ Traditional recipes
- ◆ "A cookbook for 174 countries."

LOW-COST ANNUAL SUBSCRIPTIONS FOR K-12*

Middle School	1 Product	2 Products	3 Products	4 Products	5 Products
1 - 600 enrollment	\$125	\$210	\$285	\$345	\$395
601 - 1,000	\$150	\$255	\$345	\$420	\$480
1,001+	\$200	\$340	\$460	\$560	\$625
High School	1 Product	2 Products	3 Products	4 Products	5 Products
1 - 1,000 enrollment	\$175	\$300	\$405	\$490	\$560
1,001 - 2,000	\$200	\$340	\$460	\$560	\$625
2,001+	\$250	\$425	\$575	\$700	\$775

*Call for multi-school and district discount pricing.



WORLD TRADE PRESS®
The Global Knowledge Company



FEATURES

- ◆ 175 Country Culture guides
- ◆ 84 Data categories for each
- ◆ Climate, Culture
- ◆ Education, Food, Recipes
- ◆ Famous People, History
- ◆ Holidays, Human rights
- ◆ Language, Language videos
- ◆ Life Cycles, Maps, Flags
- ◆ National Symbols, Religion
- ◆ Teaching Tools, Lesson Plans
- ◆ Geography Games, Puzzles

Standard

- ◆ Mobile friendly
- ◆ Intuitive navigation
- ◆ New content every month
- ◆ Unlimited simultaneous users
- ◆ Remote user access
- ◆ Full maintenance and hosting
- ◆ Usage statistics
- ◆ Promotional materials

The World at Your Fingertips

Improve your students' Global CQ (Cultural Intelligence), in an increasingly connected world.

ABC World Culture™ is an online database of information about the culture, language, history, food, religion and much more, for 175 countries.

ABC World Culture™ builds understanding about national, ethnic, and cultural diversity, preparing students to live in the global village of the 21st Century. Enjoy a breadth and depth of content unmatched by any other resource. What's your Global CQ?

BENEFITS

- ◆ Supports students as a one-stop research resource for country reports and class projects.
- ◆ Provides teachers with lesson plans and classroom activities.
- ◆ A key resource for international and cross-cultural studies, the social sciences, women's studies, language studies, and study abroad programs.
- ◆ Supports international students with content available in 103 languages.

Brazil

- Overview
- Climate
- Country Profile
- Culture
- Education
- Food and Recipes
- Historic Famous People
- History
- Historic Timeline
- Holidays and Festivals
- Language
- Language Glossaries
- Life Cycles
- Maps
- Money
- Music
- National Symbols
- Religion
- Travel
- Teaching Tools
- Lesson Plans

Historical Timeline

Pre-colonial Era

1500-1600 CE

Indigenous tribes, most likely crossing the land bridge across the Bering Strait and moving south, humans lived in what is later called the Amazon basin, hunter in caves, and developed pottery making. Unlike the more settled agrarian cultures west of the Andes, early populations on the east side are nomadic, leaving neither records or permanent stone monuments.

1600 BCE-1600 CE

Before the arrival of the first Europeans, some 2,000 indigenous tribes inhabit the coastal and interior areas of Brazil. A complex, inter-connected, hierarchical society emerges, with significant migration and trade among settlements and larger, state-like cities. Although population estimates vary considerably, indigenous people in the area number in the millions.

Colonial Era

1500

Porto Antonio Cabral, a Portuguese captain and navigator, arrives with his fleet and claims what he calls the Vera Cruz for Portugal. The name is soon changed to Terra do Vera Cruz when it becomes apparent the land is not as barren. Cabral encounters numerous tribes in his early explorations, many of which speak the Tupi-Guarani language. He reports on fighting between the various tribes.

1600

For the first time decades after its arrival, Portugal shows little interest in Terra do Vera Cruz, allowing an array of Italian, Jewish, and Protestant settlers to harvest brazilwood, a valuable hardwood for which this area is named Terra do Brasil. Recognizing the cost of land elsewhere, Brazil implements a system of capitancies, under which the country is divided into vast parcels and given to Portuguese noblemen, who administer the territory. Of the numerous appointees, only four succeed and later become famous: Pernambuco, São Vicente (later called São Paulo), Bahia, and Porto Seguro.

1650

Disease decimates the indigenous population; entire villages and even larger cities disappear. Those that survive have contact with Europeans are also affected, and the advanced agricultural techniques that indigenous peoples use to cultivate the Amazon rain forest are lost. Facing the wealth of natural resources and sugar arriving from Brazil, French colonists attempt to settle in the area that later becomes Rio de Janeiro. There are setbacks and the Rio de Janeiro colony soon falls back to the

China

- Overview
- Climate
- Country Profile
- Culture
- Education
- Food and Recipes
- Historic Famous People
- History
- Holidays and Festivals
- Language
- Spoken Languages
- Written Languages
- Life Cycles
- Maps
- Money
- Music
- National Symbols
- Religion
- Travel
- Teaching Tools
- Lesson Plans

Spoken Languages

Home to nearly 300 living languages, China's linguistic diversity is reflected in its official languages: Mandarin, Cantonese (in Hong Kong and Macau), Mongolian (in Mongolia), Tibetan (in Tibet), Uyghur, Zhuang, Jinghais (in Hong Kong, and Portuguese (in Macau). Standard Mandarin, based on the Beijing dialect, acts as the lingua franca in Mandarin-speaking areas and some regions, though other languages flourish elsewhere. Major regional languages include varieties of Wu, Yue, and Min.

The hundreds of spoken languages in China belong to language families as diverse as Sino-Tibetan, Hmong-Mien, Tai-Kadai, Austronesian, Austroasiatic, Altaic, and Indo-European.

Mandarin / 普通话

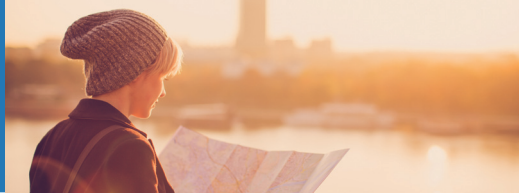
History and Evolution

About 200 years ago Old Chinese evolved into Classical Chinese, which became the standard language for formal writing until the 20th century (language to the rest of Latin in Europe). This, together with China's tradition of imperial rule, worked in favor of linguistic unity despite wide regional variation in the spoken language. In 1919 Kuai Shih established Beijing as his new capital and the Beijing dialect gradually rose to prominence and became known in English as "Mandarin," finally becoming the official language of China in 1950.

Geographic Distribution

Mandarin is spoken by two-thirds of the population of the People's Republic of China, where it is known as pǔtōnghuà (普通话, "common language"). It is also an official language of Taiwan, where it is known as guóyǔ (國語, "national language"). Taiwanese informal speech differs considerably in vocabulary and pronunciation (e.g., "r" sounds become "l").





FEATURES

- ◆ 60,000+ Royalty-free maps
- ◆ World, Regional, Country
- ◆ State, Provincial, Territory
- ◆ Modern, Historical, Antique
- ◆ Maps of Discovery, Exploration, Expansion
- ◆ Climate, Geology, Ecology
- ◆ Library of Congress, NASA
- ◆ Holy Land
- ◆ Atlas of Canada
- ◆ Glossaries (12)
- ◆ Geography Language Videos
- ◆ Flags of the World
- ◆ Lesson Plans, Geography Games, Puzzles

Standard

- ◆ Mobile friendly
- ◆ Intuitive navigation
- ◆ Unlimited simultaneous users
- ◆ Remote user access
- ◆ Full maintenance and hosting
- ◆ Usage statistics
- ◆ Promotional materials

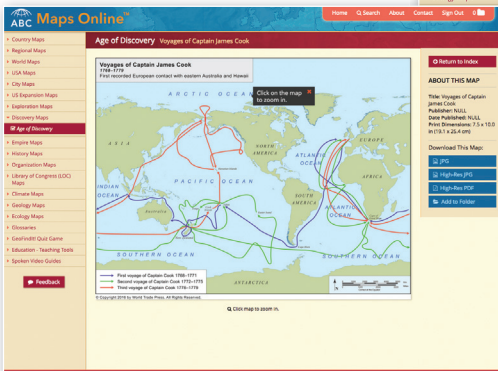
Maps • Maps • Maps

Maps have fascinated us for thousands of years. They help us know where we've been, where we are, and where we're going. They provide a visual glimpse of our world, enhancing understanding.

ABC Maps Online™ is the world's largest collection of royalty-free, downloadable maps for K-12 schools. Students, teachers, and administrators can use our more than 60,000 maps in school reports, school lesson plans, and personal research projects.

BENEFITS

- ◆ All maps are downloadable and royalty-free for non-commercial use.
- ◆ Students can use maps and flags for school reports.
- ◆ Supports teachers with lesson plans and activities.
- ◆ Supports students and teachers with learning games and quizzes to learn about world and USA geography.





FEATURES

FOR U.S. STATES (90 modules)

- ◆ State Animals, Plants
- ◆ Climate, Crime, Demographics
- ◆ Economy, Education, Flag, Seal
- ◆ Food and Recipes, Symbols
- ◆ Geography, Geology, Land, Maps
- ◆ Government, Politics, Flags
- ◆ History, Indigenous Peoples

FOR USA COUNTRY (106 modules)

- ◆ Culture and Society, Education
- ◆ Famous People, Food, Recipes
- ◆ Historical Timelines (20)
- ◆ Immigrant Groups
- ◆ Indigenous Peoples
- ◆ Language, Life Cycles, Religion
- ◆ Maps, National Symbols

Standard

- ◆ Mobile friendly
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- ◆ Remote user access
- ◆ Full maintenance and hosting
- ◆ Usage statistics
- ◆ Promotional materials

From Sea to Shining Sea

Knowledge of who we are, where we've come from, and where we live are fundamental qualities of being informed American citizens.

ABC the USA™ provides students and teachers with an unmatched resource for understanding the country's people, history, economy, geography, symbols, culture, and society.

From Alabama to Wyoming explore the great American experiment with **ABC the USA™**.

BENEFITS

- ◆ Provides students with a one-stop reference for state reports, projects, and presentations.
- ◆ Supports teachers with lesson plans and activities.
- ◆ Saves schools and libraries money by combining information in a single, easy-to-use resource.
- ◆ Supports international students with content available in 103 languages.





FEATURES

- ◆ 30 Languages of study
- ◆ 30 Interface languages
- ◆ 20 Glossaries
- ◆ 260 Important words and phrases for each language
- ◆ Native speaker videos
- ◆ Color photos and illustrations

Standard

- ◆ Intuitive navigation
- ◆ Unlimited simultaneous users
- ◆ Remote user access
- ◆ Full maintenance and hosting
- ◆ Usage statistics
- ◆ Promotional materials

Learn Foreign Language Vocabulary

Possessing an understanding of a foreign language is essential in today's globalized world. Even learning basic terms such as "Hello" and "Thank you" in another language is beneficial.

ABC Lingo LITE™ is an image and video-based foreign language learning tool for 260 of the most basic words and terms in 30 languages. Users may select from any of 30 interface languages.

ABC Lingo LITE™ uses Associative Multimedia Learning™, to help the user associate an image with the correct foreign word without first translating it into their native language.

BENEFITS

- ◆ Provides an intensive foreign language vocabulary building tool to support classroom and textbook learning.
- ◆ Enables users to hear and see words spoken. Seeing lips move is an essential part of learning how to pronounce a word.
- ◆ Helps students prepare for study abroad programs.
- ◆ Supports non-English speakers with 30 different language interfaces.





FEATURES

- ◆ 174 Country cookbooks
- ◆ 7,000+ Traditional recipes for: Appetizers, Soups, Salads, Main Dishes, Side Dishes, Breads, Snacks, Desserts
- ◆ 1,700+ Food culture articles
- ◆ 14,000+ Color photos
- ◆ 550+ Ingredient articles
- ◆ Reference (15+ modules)
- ◆ New featured content every day

Standard

- ◆ Mobile friendly
- ◆ Intuitive navigation
- ◆ New content every month
- ◆ Unlimited simultaneous users
- ◆ Remote user access
- ◆ Full maintenance and hosting
- ◆ Usage statistics
- ◆ Promotional materials

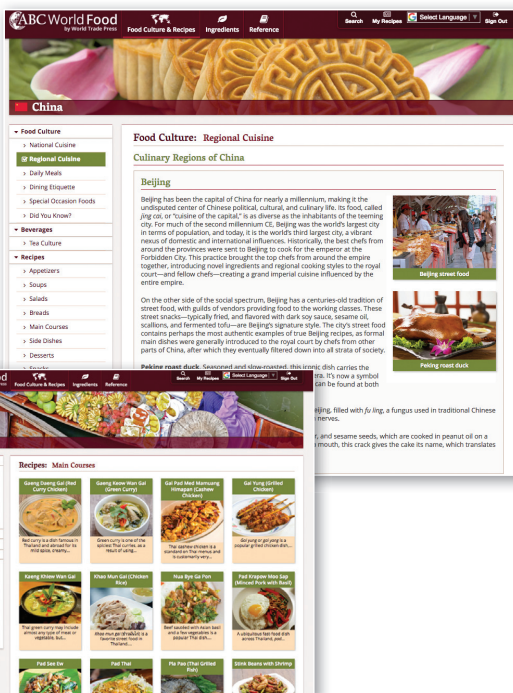
Learn World Culture through Food

People have been connecting with other cultures through food for thousands of years. Knowledge of local food and food culture is a fun, exciting, and essential ingredient in understanding people of another country.

ABC World Food™ is a comprehensive database of recipes and food culture articles for 174 countries. Think of it as a world cookbook for 174 countries, but it's much more.

BENEFITS

- ◆ Provides students with food culture information and recipes for country reports.
- ◆ Provides students in cooking and culinary programs with an unmatched resource for learning international cuisine.
- ◆ Supports international students with content available in 103 languages.



ABC Database Access

by World Trade Press®

Database Access
by World Trade Press®

This website provides direct access to World Trade Press online databases designed for middle- and high-schools.

CONTACT US for an online demo, to set up a free trial, and to learn about subscription and license options.
Special product "bundles" are available at substantial savings.

AVAILABLE PRODUCTS
Each database is an encyclopedia of content.

- ABC World Food**
The world's largest and most comprehensive database of food and food culture for 174 countries. This proprietary database includes 894 food culture articles, 6500 traditional recipes, 545 ingredient articles, historical timelines, glossaries, and 2,000 food quotes. Lavishly illustrated with 14,000 photos.
- ABC World Culture**
The world's most comprehensive collection of country culture articles for 175 countries. Topics include greetings and courtesies, gift giving, education, famous people, holidays, superstitions and folklore, history, media, women in culture, national cuisine, recipes, sports, stereotypes, maps, flags, religion, and more.
- ABC the USA**
A large-scale encyclopedia of US state and country information. State information is arranged into 103 editorial and image databases for each state. Topics include history, geography, demographics, education, food and recipes, government, crime, maps, media outlets, symbols, sports, and more.
- ABC Maps Online**
A collection of 75,000 royalty-free maps that students and teachers can download and print. Map types include world, country, state, political, physical, outline, environmental, scientific, and antique maps. Also included are visual glossaries, geography games, extensive flag images, and teaching tools.
- ABC Lingo Lite**
Learn basic vocabulary in 30 languages from native speakers. Each vocabulary entry includes a color photo, a native speaker video, and the word or term in the local language and your native language. Users can change the interface language (also 30 languages) at the click of a button.

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