

## Rotman/UTP Publishing Imprint Launches Inaugural Titles

**October 28, 2008, Toronto** – The University of Toronto’s Rotman School of Management has partnered with the University of Toronto Press to create Rotman/UTP Publishing, a new imprint devoted to publishing actionable business information of exceptional quality.

“In recent years the Rotman School has earned a global reputation for thought leadership,” says Dean, Roger Martin. “Our faculty’s research ranks in the top 20 worldwide, and individual areas and professors rank even higher. This new partnership with UTP will allow us to further our reputation for offering the very latest in business thinking.”

On October 30th, Rotman/UTP Publishing will launch its inaugural title, Bruce Little’s *Fixing the Future: How Canada’s Usually Fractious Governments Worked Together to Rescue the Canada Pension Plan*. The launch event will take place at 5:00 pm at the Rotman School, 105 St. George Street in downtown Toronto.

“We are excited by this tremendous opportunity to publish leading business authors for our customers: business-people, scholars, and students across North America and internationally,” says John Yates, President, Publisher and CEO of University of Toronto Press.

Next on board for the imprint is a compilation of expert views from ten Rotman faculty titled *The Finance Crisis and Rescue: What Went Wrong? Why? What Lessons can be Learned?* which is set for release in late November. This timely publication will be launched on December 3 at 5:00 pm at the Rotman School, 105 St. George Street in downtown Toronto.

The imprint’s Advisory Board will oversee the publication of works that bridge research and practice for professional, academic, and student audiences. The Advisory Board includes:

Prof. Joel Baum  
 Associate Dean - Faculty, Canadian National Chair in Strategic Management and Professor of Strategic Management and Sociology  
 Rotman School of Management

Prof. Paul Halpern  
 Toronto Stock Exchange Chair in Capital Markets and Professor of Finance  
 Rotman School of Management

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 Professor of Strategic Management and Director, AIC Institute for Corporate Citizenship  
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 Rotman School of Management

### About the University of Toronto Press

Founded in 1901, the University of Toronto Press is Canada’s oldest scholarly press and one of the largest university presses in North America, releasing over 150 new scholarly, reference, and general-interest books each year, as well as maintaining a backlist of over 1500 titles in print. For more information, visit [utppublishing.com](http://utppublishing.com).

### About the Rotman School of Management

The Rotman School of Management at the University of Toronto is redesigning business education for the 21st century with a curriculum based on Integrative Thinking. Located in the world’s most diverse city, the Rotman School fosters a new way to think that enables the design of creative business solutions. The School is currently raising \$200 million to ensure Canada has the world-class business school it deserves. For more information, visit [rotman.utoronto.ca](http://rotman.utoronto.ca).