



## Dragonfly and Login Canada Partner for Sales in Canada

Raleigh, NC, USA; Winnipeg, MB, Canada; (October 3, 2017) — Dragonfly Sales and Marketing Consulting and Login Canada, both providers of sales and marketing services for publishers, have announced a new agreement for sales representation for the Independent Scholarly Publishers Group, (ISPG), University of California Press, Berghahn Journals, and *MIT Sloan Management Review* in Canada. Representation for the new territories was announced today at the Login Canada's headquarters office in Winnipeg.

ISPG is a collection of highly ranked journals in the health sciences, life, and environmental sciences disciplines. ISPG Canada consists of 16 esteemed membership society publishers from the United States, Canada, and the United Kingdom.

University of California Press publishes 31 journals including the new, *Case Studies in the Environment*. UC Press's mission is to drive progressive change by seeking out and cultivating the brightest minds and giving them voice, reach, and impact.

Berghahn Journals, a division of Berghahn Books, is an independent publisher of distinguished scholarly books and journals in the humanities and social sciences. Its program, which includes close to 40 journals and spans Anthropology and Archaeology, Environmental Studies, Migration and Refugee Studies, History, and Film Studies.

*MIT Sloan Management Review* leads the discourse among academic researchers, business executives and other influential thought leaders about advances in management practice, particularly those shaped by technology, that are transforming how people lead and innovate.

“We are thrilled to form this partnership with Login Canada,” said Bob Pursell, Vice President of Sales of Dragonfly Sales and Marketing Consulting. “Login Canada has deep, longstanding ties to the academic library community in Canada and has a proven track record in growing sales. I have worked with this renowned company for many years and believe that this exciting new partnership will help our companies excel and expand. We have the highest confidence in their sales skills and ability to grow business for our publisher clients.”

Mark Champagne, President of Login Canada commented on this new agreement: “Login Canada is delighted to form this sales partnership with Dragonfly, and its publisher clients. This new agreement provides us with a compelling and diverse portfolio of products to offer the library market in Canada.”

**Dragonfly Sales and Marketing Consulting, Inc.**, provides the highest-quality sales and marketing services to academic publishing companies, societies and libraries internationally. Utilizing a global network of highly successful and experienced sales agencies such as Login Canada, Dragonfly represents societies and publishers to library consortia, and individual academic, hospital, government, and corporate libraries.

**Login Canada** is Canada's largest sales, marketing and distribution company in the academic publishing industry. A 25-year-old company, Login's roots are in STM book sales, marketing, and distribution. Over the last 15 years, the company has expanded with the sales and marketing of publishers' digital content to academic, corporate and government libraries. Login Canada is headquartered in Winnipeg and has a large sales and distribution office in Toronto.

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