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The Geological Society of London selects Accucoms for European representation

It was announced today that the UK based Geological Society of London has selected Accucoms to sell subscriptions to its *Lyell Collection* and other Earth science content to customers across the UK and Europe.

The *Lyell Collection* was launched in 2007 to mark the Society's 200th Anniversary. It features the *Journal of the Geological Society*, *Quarterly Journal of Engineering Geology and Hydrogeology*, the Geological Society's prestigious *Special Publications*, and the *Engineering Geology Special Publications* and *Memoir* book series. It includes over 14,000 peer reviewed articles and has a full text archive back to 1845.

Neal Marriot, the Society's Director of Publishing, explained why they decided to outsource the sales and customer support of this collection. "We invested heavily in the development of the *Lyell Collection* and we recognise how important it is to the Earth science community. Our challenge now is to reach all our prospective customers within a very short timescale and given the size of the Society, we knew that the best way to achieve this was to partner with an organisation with a proven track record of sales in our chosen markets. Accucoms had been running a European telemarketing campaign promoting the *Lyell Collection* for some time and we were very impressed with the relationships they had with key accounts and their local language capabilities. They were the obvious choice of partner".

Pinar Erzin, Managing Director, Accucoms said "The Geological Society have very clear objectives and know exactly what it is they want to achieve. Given the success of the telemarketing campaign Accucoms carried out for the *Lyell Collection* we are confident that we will be able to help them realize their goals for this and their other subscription products across the UK and Europe and look forward to supporting their customers in this region."

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