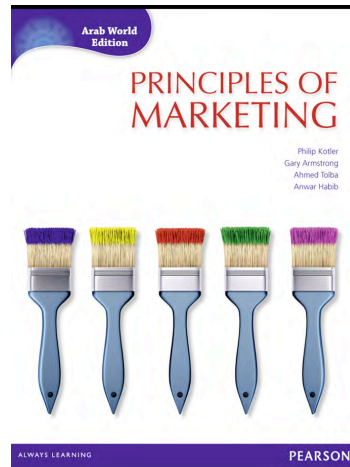


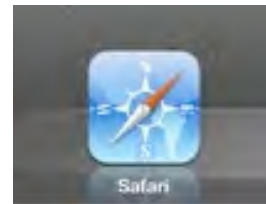
Quick Start Guide for Pearson eText for iPad Designed for HCT



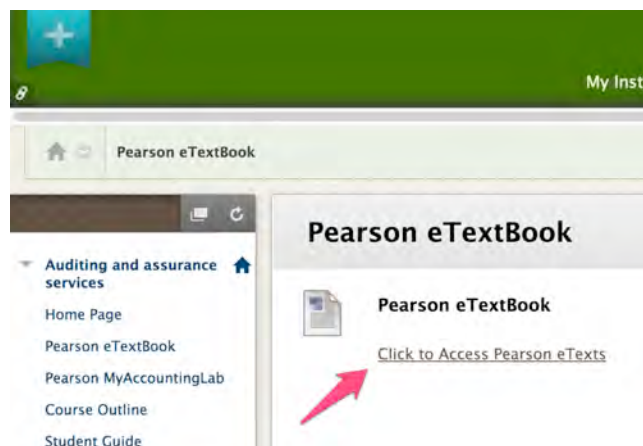
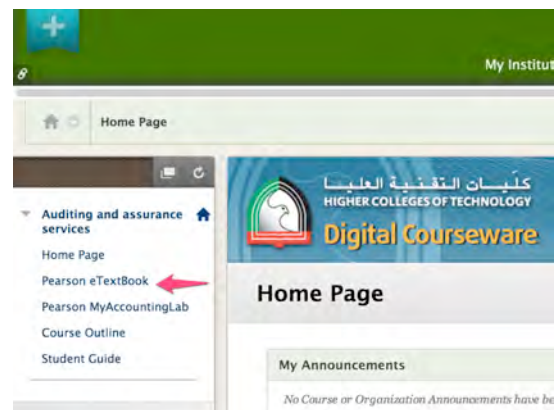
This is for first-time users accessing the Pearson eText on the iPad. This process only needs to be done once.

Using iPad's Safari Browser:

1. Login to BlackBoard Learn and access your Course.
2. Once inside the course Tap on Pearson eTextBook
3. Tap on "Click to Launch"



Open up Safari Internet Browser on your iPad

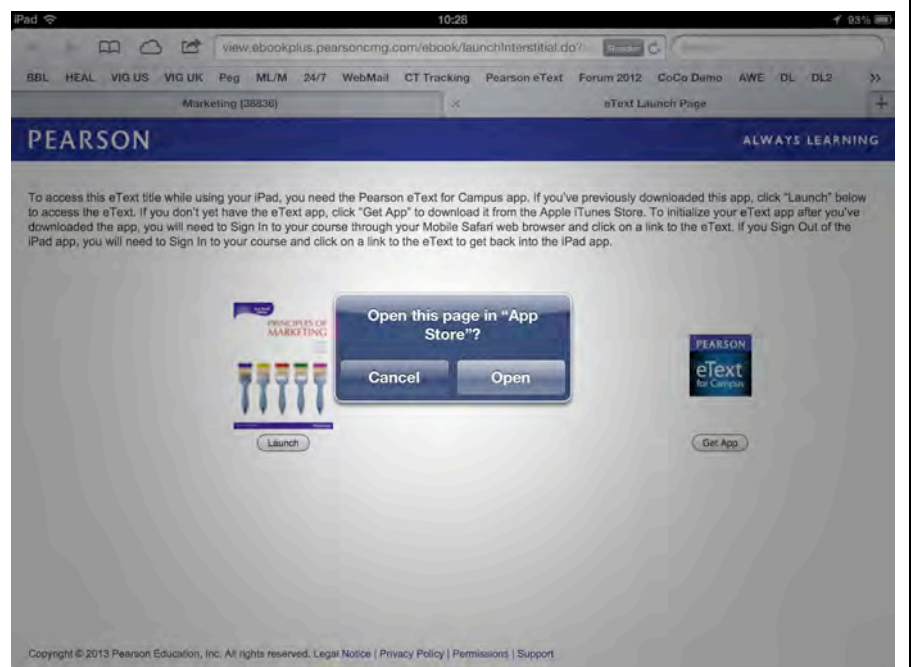


If you do not already have the **“Pearson eText for Campus”** App, you can download it for free.

- Tap the **“Get App”** to download the App



- Tap the **“Open”** button.

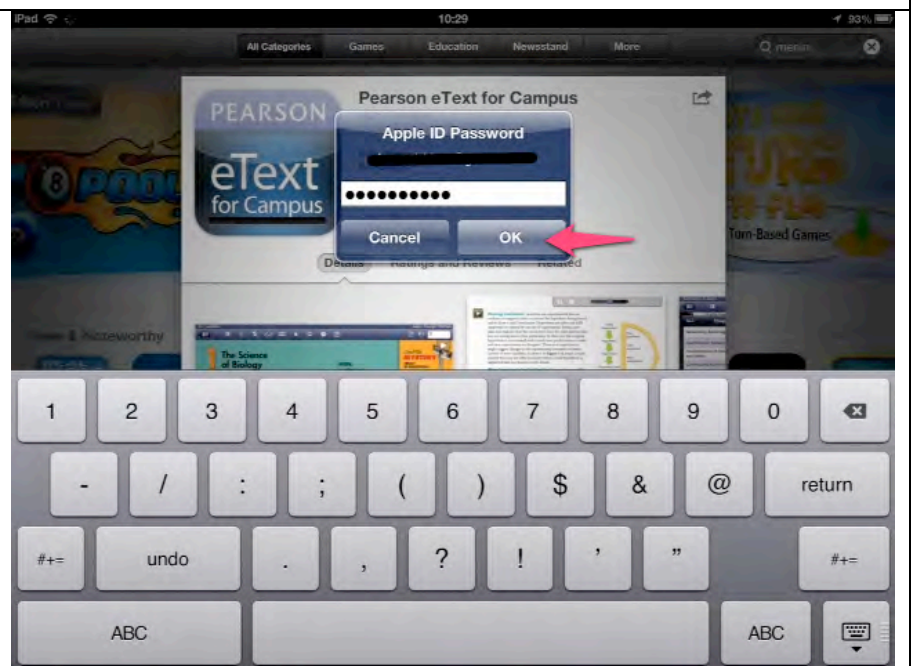


From the Apple App Store you can download the **"Pearson eText for Campus"** App for Free.

- Tap the **"Install App"** button



- You will need to enter your Apple ID and password
- Tap **"OK"**



- Go back to your **"Safari"** Internet Browser and open it.



- Tap the **Launch** button to open up your Pearson eText

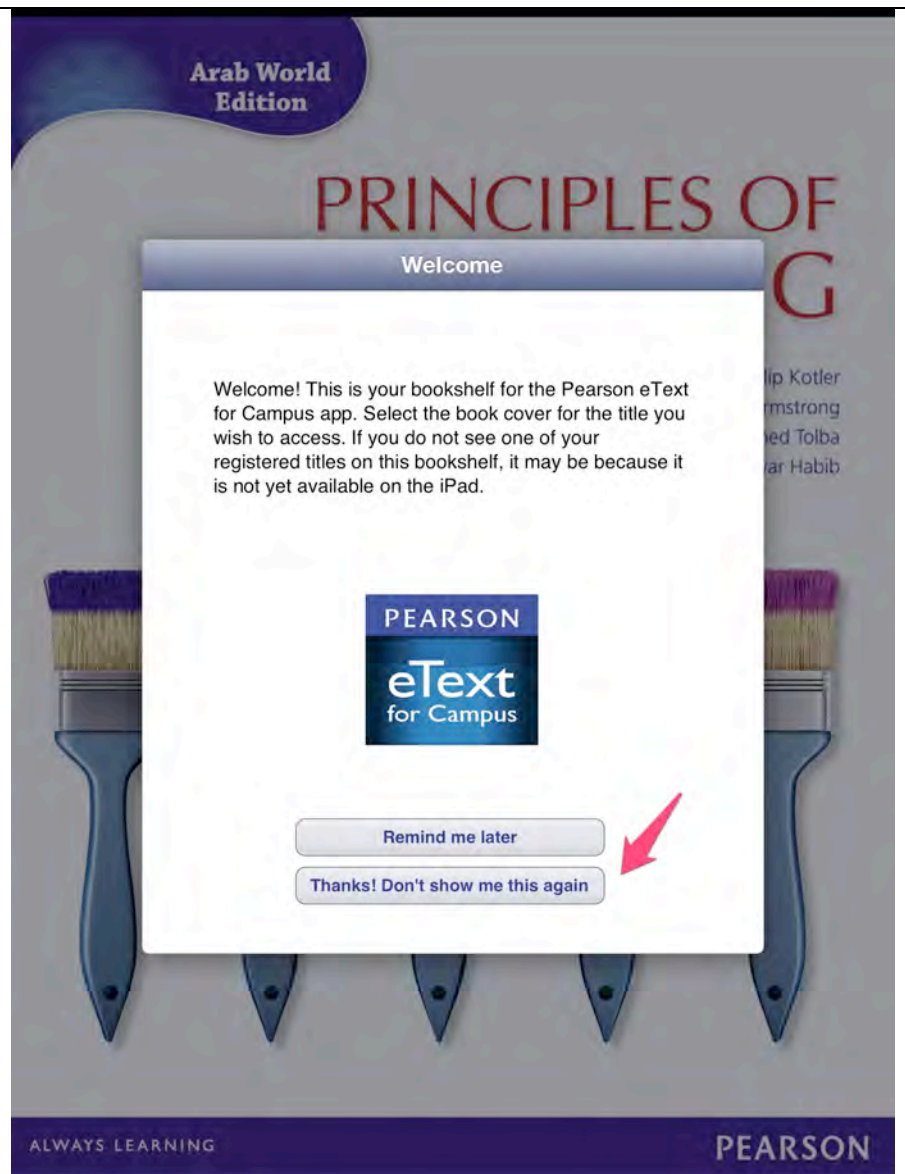


- Tap **"Open"**




Your Pearson eText is now Open.

- Hit **"Thanks! Don't show me this again"** to remove the Welcome Message



Your Pearson eText is now loaded on to your iPad.

You can now download chapters, highlight, make notes and use the eText offline.



Arab World Edition

PRINCIPLES OF MARKETING

Philip Kotler
Gary Armstrong
Ahmed Tolba
Anwar Habib

ALWAYS LEARNING PEARSON

iPad 11:15 60%

PEARSON eText for Campus
Pearson eText

Safari Gmail Keynote Google Drive Dropbox Evernote

To Access the Pearson eText in the future click on the **"Pearson eText for Campus"** App any time in the future. Once the App is downloaded, you do not need to download it again and you can access your eText directly from the App without the need to open up Safari.