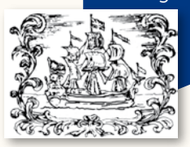
Pearson Longman Hellas: A small Greek company with a long and fascinating story...

1727

Thomas Longman set up a printing works and bookshop in London. The shop was located between two inns, The Ship and The Black Swan. Both images were used to identify early publications. Later the sign of the Ship became most readily associated with Longman.

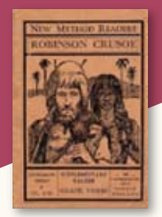


1755

Longman publishes the first edition of **Dr Samuel Johnson's** *A Dictionary of the English Language*, one of the most influential dictionaries in the history of the English language.

1927

In 1927, the Longman Company in Calcutta publishes the **first** set of graded readers *New Method English Readers.*



1960

Louis George Alexander (born Elias George Ftyaras/ Alexandrou), a Greek from Kasterlorizo teaching English at the Protypon Lykeion of Athens (now the Scholi Moraiti) meets Longman representative Dennis Walker who recommends him as a new ELT author to the Longman Board. This marked the beginning of a new era in ELT world-wide publishing, with **each of Louis Alexander's works revolutionary in its own right**.

1964

Longman publishes *A First Book in Comprehension, Précis and Composition* by L.G. Alexander. Louis Alexander went on to dominate the world of ELT with his series *New Concept English* (1967) , *Look Listen and Learn* (1970), *Target*, and *Mainline*. He also masterminded the *Longman Structural Readers Series* which **first** introduced combined lexical and structural control in graded readers.

1968

Longman is acquired by Pearson, a British company, becoming a part of the Pearson Education Group

PEARSON

1975

Longman publishes the Strategies series – the introduction to communicative language teaching. After writing the *Strategies series* Brian Abbs and Ingrid Freebairn went on to produce the *Discoveries*, *Blueprint* and *Snapshot* series.

1982

Longman Hellas is established in Athens, Greece

Longman author Margaret Iggulden writes the successful *Sam on Radio* and *Sam on Channel* books.

1983

Follow Me the **first** video-based course, which combined television and institutional books based on a syllabus by Louis Alexander was jointly published by Longman and the BBC. It became the most widely used English language teaching course in the world.

LONGMAN

1996

Longman becomes the leading publisher for exams with successful series including *Gold, Think,* and *Focus*.

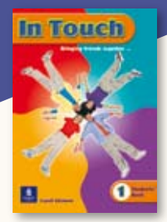
1997

Longman Hellas is the **first** foreign publisher in Greece to publish top quality Greek-specific titles with methodology tailored to the needs of Greek and Cypriot teachers and students. *Go! Environmental with the World Wide Fund for Nature* becomes the **first** nationwide ELT competition to support charity.

WWF

2001

Longman's Greek-specific title *In Touch*, loved by teachers and students across Greece & Cyprus, is the **first** course in Greece to have its own website.



2004

The *Gold* exams series supports the Olympic / Paralympic games as well as the charity Hamogelo tou Paidiou.

2005

Following years of development in association with the Disney Corporation, Longman publishes *English Adventure* and *Wonderland* – **the courses that continue to motivate junior pupils more than any other!**

2006

Amazing Minds seminar events bring renowned authors and teachers together, while supporting charities such as Action Aid.

actionaid

PEARSON Longman Amazing Minds

2011

Publication of *Cosmic* for B1, B1+ and B2 classes – the **first** course in Greece that prepares for ALL exams and has an online workbook!

2012

LET LEARNING FLOURISH