

Can you uncover the code?



Follow the instructions below to collect letters. Write them down as you complete the clues, and at the end you will have a word.

Clue 1

- Locate the book '**ISE Investments**' (ISBN 9781266505966). You can search for the book by its title or ISBN using the search bar at the top of the page.
- Go to chapter 11, 'The Efficient Market Hypothesis'. Highlight the boxed paragraph, and **colour it yellow**.
- Look at the second letter in the paragraph, and save it.

Clue 2

- Locate the book '**ISE Strategic Management**' published by McGraw Hill (ISBN 9781266302565). Navigate to Part 1, Chapter 1, 'What is strategy?' using the Contents button on the sidebar (the button with three dashes and dots). Scroll down to Chapter case 1 part 1 - 'Tesla: The Trillion-Dollar Tech Titan'.
- Highlight the first paragraph and choose the option '**Read aloud**'.
- Look at the numbered bullet points underneath. Look at the second word in point 1. Take the third letter and save it.

Clue 3

- Locate the book '**Foundations of marketing 7E**' (ISBN 9781526849014). Go to Part 4, 'The Environmental Context of Marketing', Chapter 12 'The Marketing Environment'. Scroll down to the Marketing Spotlight 'Patagonia: purpose and profit'.
- Highlight the first paragraph and colour it orange. Click the highlighted section and click '**Add note**', write a note and save it.
- Look at the paragraph you highlighted. Take the third letter of the first word and save it.

Clue 4

- Locate the book '**Film Art: An Introduction ISE**' (ISBN 9781266507762). Go to Chapter 3 'Film Style'. Highlight the first paragraph and click **Study tools -> Create Citation**.
- Choose Harvard style. Take the sixth letter of the first word in the Bibliography citation, and save it.

Clue 5

- Locate the book '**Seeley's Anatomy & Physiology ISE**' (ISBN 9781265702571). Go to Part 1.1 'Anatomy and Physiology'.
- Highlight the first paragraph and click the button that looks like '**TT**' or '**AA**'. These are the **display settings**, where you can personalise font, background colour, page and text size, and layout. Trial different options until you find your best fit.
- Go back to the page and look at the first paragraph. Take the first letter of the second word and save it.

Congratulations! You have uncovered the code... submit your answer by the deadline to be in with a chance to win £250!

Good luck!