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Writing and Developing Your College Textbook Now Available

New Book Guides Authors Through the Textbook Development Process

Fountain City, WI, January 20, 2017 – Writing and crafting a textbook and attending to authoring tasks is a time-consuming, complex—some would say monumental—project, even harrowing at times.

The updated and expanded third edition of *Writing and Developing Your College Textbook: A Comprehensive Guide*, published by the Textbook & Academic Authors Association (TAA), will empower authors to undertake textbook development by guiding them through the nuts and bolts of the development process, and providing essential background information on the changing higher education publishing industry, as well as how to choose a publisher, write a textbook proposal, negotiate a publishing contract, and establish good author-publisher relations.

Robert Christopherson, author of *Geosystems (9e)*, said: “TAA and the authors have done a wonderful service to us all—textbook, academic, and even trade authors—with this seminal, blood-and-guts guide to the art, craft, and work of authoring. Even though I signed my first contract in 1987, I read every word of this valuable new book and took pages of notes to guide me forward!”

Divided into three sections, each written by a veteran in the higher education publishing industry, chapters include:

- The Evolving Higher Education Textbook Publishing Industry
- How College Textbooks are Published
- How to Capture Publishers’ Interest
- Negotiate Your Contract
- Why Your Textbook Needs Development
- Write to Reach Your True Audience
- Establish an Effective Authorial Voice
- Why You Need Learning Objectives
- Why Heading Structure Matters
- View the Full Table of Contents at <http://www.taaonline.net/writing-and-developing-your-college-textbook-table-of-contents>

The book also includes 22 samples and templates, and a new feature called "Author to Author", which provides an inside look at how many of the concepts introduced in the book have been put into practice by successful textbook authors.

In this third edition, authors Sean W. Wakely, Vice President of Product and Editorial at Flat World Knowledge, who wrote the first section on the higher education publishing industry, and Stephen E. Gillen, Partner at Wood Herron & Evans, who wrote the second section on contracts, joined Mary Ellen Lepionka, a retired publisher, author, editor, textbook developer, and college instructor, who wrote the first two editions and authored the third section of the book on writing and development.

For more information or to order *Writing and Developing Your College Textbook: A Comprehensive Guide*, visit <http://www.taaonline.net/writing-and-developing-your-college-textbook>. Download a 17-page sample of the book at <http://eepurl.com/cbt6z>.

Mary Ellen Lepionka of Gloucester, MA is a retired publisher, author, editor, textbook developer, and college instructor with a Master's in anthropology from Boston University and Ph.D. work at the University of British Columbia. In 1990 she worked in higher education publishing as a developmental editor of college textbooks, principally for Houghton Mifflin and Pearson Education. Between 2002 and 2011 she established Atlantic Path Publishing as a retirement business and published two editions of *Writing and Developing Your College Textbook* and related titles. She presently is an independent scholar writing a history of Native Americans on Cape Ann.

Sean W. Wakely is Vice President of Product and Editorial at Flat World Knowledge. He began his career as a sales representative for Allyn & Bacon and was a top-performing acquisitions editor and editorial manager at Pearson Education and Houghton Mifflin's college division. In several senior executive roles at Thomson Learning and Cengage Learning, including president of Wadsworth Publishing and manager of National Geographic Learning, Sean successfully guided editorial, product, marketing, production, and digital media teams to achieve industry-leading growth.

Stephen E. Gillen teaches Electronic Media Law at the University of Cincinnati College Conservatory of Music. He worked for nearly 20 years in publishing prior to entering private practice in the middle 1990's. He is presently a partner at Wood Herron & Evans (a 145-year-old Cincinnati law firm focused on intellectual property) where he concentrates his practice on publishing, media, and copyright matters.

The **Textbook & Academic Authors Association (TAA)** provides a wide range of professional development resources, events, and networking opportunities for textbook authors and authors of scholarly journal articles and books. www.TAAonline.net

For a digital media kit, visit <http://www.taaonline.net/writing-and-developing-your-college-textbook-3e-media-kit>

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