

“Which association is the voice for textbook and academic authors?”

\* Hint: See bottom of page

“What is the best way to write a scholarly literature review?”

“How do I negotiate a favorable textbook contract for a first edition?”

“I would like to use images in a book I'm working on. What are the copyright issues around using Internet images?”

“Can I renegotiate my book contract when going into subsequent editions?”

“As part of a team of authors, what total royalty can we expect?”

“I am currently writing on my own but considering taking on a coauthor. What are some of the advantages and disadvantages of coauthoring?”

“I have an idea for an article based on my dissertation, but I don't know where to send it. How can I make a reasonable choice?”

# The answer?



TEXT AND ACADEMIC AUTHORS ASSOCIATION

Look inside and discover the benefits of becoming a member of the only association just for textbook and academic authors >>

**Have a question?** As a TAA member, all you have to do is ask. We'll find someone in our network of 1,600-plus members who can help.

**The Text and Academic Authors Association (TAA)** is a nonprofit professional association of more than 1,600 textbook and academic authors. TAA is the only association committed solely to assisting and protecting the rights of textbook and academic authors.

TAA was established in 1987 for those interested in developing and publishing educational materials, including textbooks, articles for academic journals and other academic writing, software, videos, monographs, reference books, and multimedia CD-ROM disks. TAA's mission is to enhance the quality of educational materials and assist text and academic authors in matters involving them, including taxes, copyright, royalties and better appreciation of their work within the academic environment.

## TAA serves as the voice for textbook and academic authors.

TAA developed a pamphlet entitled, "Stomp the Comp," that discourages faculty from selling complimentary copies to book resellers, a practice that is harmful to authors and contributes to the rising cost of textbooks. TAA has also written a flyer that debunks the top ten myths regarding textbook costs, a position statement on the academic value of textbooks, a Code of Ethics for Authors, and a guide for authors in negotiating contracts with publishers.

## TAA sponsors the following activities:

**Academic Authoring Workshops.** TAA sponsors workshops on college and university campuses across the country. These workshops are designed to assist academic authors in jump-starting their writing, getting their writing published, finishing their dissertations, writing effective grant proposals, and more.

**Annual Conferences.** Each year, TAA holds a conference on textbook and academic authoring as a way to educate textbook and academic authors on topics such as authoring scholarly articles, publishing a dissertation as a book, working with editors, indexing, legal issues surrounding copyright, negotiating contracts, textbook authoring, and the preparation of ancillary materials, as well as providing them with the opportunity to network with each other.

**Awards.** Each year, TAA recognizes the best new textbooks with its Textbook Excellence Awards ("Textys"), and the textbooks that have shown the greatest longevity with its McGuffey Longevity Awards ("McGuffeys").

## Become a TAA member for invaluable members-only benefits

**With more than 1,600 members, many of whom have written dozens of textbooks and scores of scholarly articles, TAA provides an invaluable mentoring network:**

- TAA staff and Council members give individual answers to members' questions about textbook and academic authoring.
- Veteran authors' articles about writing and publishing are searchable in the TAA website archives.
- TAA's member newsletter, *The Academic Author*, contains articles, how-to information, industry and association news, and member profiles.
- TAA's bi-monthly email News Alerts keep members up-to-date on industry, member, and association news between issues of *The Academic Author*.
- Questions about authoring or publishing posted on our listservs typically generate several helpful responses within a few days.
- TAA's spring and fall Teleconference Series' offer members timely information on various textbook and academic authoring related topics (e.g., writing; royalties; contracts; dissertations; indexing; etc.).

## TAA members are also eligible for:

**Publishing Aid Grants** — grants of up to \$750 to subsidize the cost of publishing scholarly journal articles or academic books, e.g. the preparation of artwork, having the final article formatted to the journal's style, the preparation of photographic images, and straightforward publication costs.

### Legal Assistance

— a free legal consultation, referrals to attorneys with experience in publishing, and discounts on legal fees.

### Discounted Editing Services

— discounts of up to 20 percent off editing services from select editors.



## Visit TAA online at [www.TAAonline.net](http://www.TAAonline.net)

TAA members gain access to the members-only section of the TAA website, which contains News Alert, Listserv, and newsletter archives; the full-text of articles; how-tos; columns; essays on writing; an archive of members' answered questions; member profiles; member discounts; recordings of past TAA Teleconferences; recommended reading lists; a guide to publishing contracts; and more. TAA members can also search the TAA website archives using a Google-powered search engine.

*"The knowledge that my writing partner and I have gained from joining TAA has been great. Prior to the 2007 TAA Conference, we had only sent out our first textbook prospectus. Now, we are talking to three different publishers, have had one set of reviews come in, and feel much more in control of the whole process. We are learning so much from the conversations on the TAA Listserv. It's nice to know that we have a wide range of colleagues to bounce ideas off. Thanks so much."*

— Andreama Grimaldo, Assistant Professor of Mathematics, Quinsigamond Community College



## TAA is the only association devoted solely to assisting textbook and academic authors. Join TAA today!

TAA membership is open to all creators of academic intellectual property, including textbooks, articles for academic journals and other academic writing, software, videos, monographs, reference books, and multimedia CD-ROM disks, as well as to editors and publishers.

### DUES:

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- \$15 Graduate Students/Instructors/  
Postdoctoral Fellows
- \$30 Assistant Professors
- \$55 Associate Professors
- \$75 Professors

**New members  
pay no more  
than \$30 for  
the first year.**

#### Textbook authors

- \$30 Royalties under \$5,000/year
- \$75 Royalties above \$5,000/year

To join TAA, please visit [www.TAAonline.net](http://www.TAAonline.net) and fill out the secure online membership form (<https://www.taaonline.net/form/memberform.html>) or download and print a membership form. You can also contact TAA to receive a **Prospective Member Packet**.

*"Thanks again for shedding valuable light on textbook authoring and related topics. I've come to find TAA invaluable in my work and I feel a great sense of advocacy and support (and thus was happy to renew my membership!)."*

— Rebecca F. Plante, Associate Professor of Sociology, Ithaca College



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[www.TAAonline.net](http://www.TAAonline.net)

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