



Textbook & Academic  
Authors Association

**FOR IMMEDIATE RELEASE**

**Contact:** Eric Schmieder, Membership Marketing Manager, Email:  
Eric.Schmieder@taaonline.net Phone: (919) 437-0241

**Textbook & Academic Authors Association Announces  
2018 Textbook Award Winners**

**February 22, 2018, Fountain City, WI** - Twenty-six textbooks have been awarded 2018 Textbook Awards by the Textbook & Academic Authors Association (TAA). Four textbooks received William Holmes McGuffey Longevity Awards, 17 textbooks received Textbook Excellence Awards, and five textbooks received Most Promising New Textbook Awards.

The McGuffey Longevity Award recognizes textbooks and learning materials whose excellence has been demonstrated over time. The Textbook Excellence Award recognizes excellence in current textbooks and learning materials. The Most Promising New Textbook Award recognizes excellence in 1st edition textbooks and learning materials.

*TAAonline.net/awards*

The awards will be presented during an awards luncheon at TAA's 31st Annual Textbook & Academic Authoring Conference in Santa Fe, NM, June 15, 2018. *TAAonline.net/taa-conference*

**2018 McGuffey Longevity Award Winners (College)**

*Data Abstraction & Problem Solving with C++: Walls and Mirrors*, 7th ed.

By Frank Carrano and Timothy Henry

Published by Pearson

College/University

Computer Science and Engineering

*Principles of Geotechnical Engineering*, 9th ed.

By Braja M. Das and Khaled Sobhan

Published by Cengage

College/University

Computer Science and Engineering

*Qualitative Inquiry and Research Design: Choosing Among Five Approaches*, 4th ed.

By John W. Creswell and Cheryl N. Poth

Published by SAGE Publishing

College/University

Humanities, Education, and Social Sciences

*Roach's Introductory Clinical Pharmacology*, 11th ed.

By Susan M. Ford  
Published by Wolters Kluwer  
College/University  
Life Sciences

**2018 Textbook Excellence Award Winners (College)**

*A Gift of Fire: Social, Legal, and Ethical Issues for Computing Technology*, 5th ed.

By Sara Baase and Timothy Henry  
Published by Pearson  
College/University  
Computer Science and Engineering

*Becoming an Academic Writer: 50 Exercises for Paced, Productive, and Powerful Writing*,  
2nd ed.

By Patricia Goodson  
Published by SAGE  
College/University  
Communication, Performing Arts and Visual Arts

*Biology: Concepts and Investigations*, 4th ed.

By Marielle Hoefnagels  
Published by McGraw-Hill  
College/University  
Life Sciences

*Co-Teaching for English Learners*, 1st ed.

By Maria Dove and Andrea Honigsfeld  
Published by Corwin  
College/University  
Languages and Literature

*Creep in Ceramics*, 1st ed.

By Joshua Pelleg  
Published by Springer  
College/University  
Computer Science and Engineering

*Discover Sociology*, 3rd ed.

By William J. Chambliss and Daina S. Eglitis  
Published by SAGE Publishing  
College/University  
Humanities, Education, and Social Sciences

*Excellence in Business Communication*, 12th ed.

By John V. Thill and Courtland L. Bovee  
Published by Pearson  
College/University  
Accounting, Business and Economics

*Hotel, Restaurant, and Travel Law: A Preventive Approach*, 8th ed.  
By Karen Morris, Jane Boyd Ohlin, and Sten Sliger  
Published by Kendall Hunt Publishing Company  
College/University  
Accounting, Business and Economics

*Materials Selection in Mechanical Design*, 5th ed.  
By Michael Ashby  
Published by Elsevier/Butterworth-Heinemann  
College/University  
Computer Science and Engineering

*Optimization Methods in Structural Design*, 1st ed.  
By Alan Rothwell  
Published by Springer  
College/University  
Computer Science and Engineering

*Organic Synthesis*, 4th ed.  
By Michael Smith  
Published by Elsevier/Academic Press  
College/University  
Physical Sciences

*Practically Speaking*, 2nd ed.  
By J. Dan Rothwell  
Published by Oxford University Press  
College/University  
Communication, Performing Arts and Visual Arts

*Quantitative Human Physiology: An Introduction*, 2nd ed.  
By Joseph Feher  
Published by Elsevier/Academic Press  
College/University  
Computer Science and Engineering

*Summit: English for Today's World (Levels 1 and 2)*, 3rd ed.  
By Joan Saslow and Allen Ascher  
Published by Pearson  
College/University  
Languages and Literature

*Systemic Decision Making: Fundamentals for Addressing Problems and Messes*, 2nd ed.  
By Patrick T. Hester and Kevin Adams  
Published by Springer  
College/University  
Computer Science and Engineering

*Technology and Innovation in Adult Learning*, 1st ed.  
By Kathleen P. King

Published by Jossey-Bass/Wiley  
College/University  
Humanities, Education, and Social Sciences

**2018 Textbook Excellence Award Winner (K-12)**

*Calculus for the AP Course*, 2nd ed.  
By Michael Sullivan and Kathleen Miranda  
Published by BFW Publishers (Macmillan)  
K-12  
Mathematics and Statistics

**2018 Most Promising New Textbook Award Winners (College)**

*Building Cross-Platform Mobile and Web Apps for Engineers and Scientists: An Active Learning Approach*, 1st ed.  
By Pawan Lingras, Matt Triff, and Rucha Lingras  
Published by Cengage  
College/University  
Computer Science and Engineering

*Entrepreneurship: The Practice and Mindset*, 1st ed.  
By Heidi M. Neck, Christopher P. Neck, and Emma L. Murray  
Published by SAGE Publishing  
College/University  
Accounting, Business and Economics

*Human Biochemistry*, 1st ed.  
By Gerald Litwack  
Published by Elsevier/Academic Press  
College/University  
Life Sciences

*Psychology and Work*, 1st ed.  
By Donald M. Truxillo, Talya N. Bauer, and Berrin Erdogan  
Published by Routledge  
College/University  
Humanities, Education, and Social Sciences

**2018 Most Promising New Textbook Award Winner (K-12)**

*Mississippi Studies Weekly*, 1st ed.  
By Kim Mogilevsky  
Published by Studies Weekly  
K-12  
Humanities, Education, and Social Sciences

**View the 2018 TAA Textbook Awards Media Kit:** [TAAonline.net/2018-textbook-award-winners-media-kit](http://TAAonline.net/2018-textbook-award-winners-media-kit)

**About the Textbook & Academic Authors Association (TAA)**

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

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