



TEXT AND ACADEMIC AUTHORS ASSOCIATION

FOR IMMEDIATE RELEASE

Media Contact: Richard Hull, TAA Executive Director, 850-893-6539 Cell: 850-264-8894 E-mail: Richard.Hull@taaonline.net Website: <http://www.TAAonline.net>

Text and Academic Authors Association Announces 2011 Texty, McGuffey Awards

Annual textbook competition recognizes excellence and longevity

St. Petersburg, Fla., March 2, 2011 -- Seven textbooks were awarded 2011 Text and Academic Authors Association (TAA) Textbook Excellence Awards (Texty), which recognize excellence in current textbooks and learning materials. Six textbooks were awarded 2011 TAA McGuffey Longevity Awards (McGuffey), which recognize textbooks and learning materials whose excellence has been demonstrated over time.

Five textbooks will receive a Texty in the College division, while two textbooks will receive a Texty in the Elementary/High School (El-Hi) division. The six McGuffey Award winners were all in the College division.

The awards will be presented during an awards luncheon at the 24th Annual TAA Conference in Albuquerque, New Mexico on June 25, 2011.

2011 Texty Award winners (College):

Medical Language for Modern Health Care, 2nd ed., by David M. Allan and Karen D. Lockyer, published by McGraw-Hill Higher Education (College Life Sciences)

Organizational Behavior, 1st ed., by Talya Bauer and Berrin Erdogan, published by Flat World Knowledge, Inc. (College Accounting/Business/Economics/Management)

Adobe Dreamweaver CS5 Revealed, 1st ed., by Sherry Bishop, published by Delmar, Cengage Learning (College Computer Science/Engineering)

Briggs/Cochran: Calculus, 1st ed., by William Briggs, Lyle Cochran, Bernard Gillett and Eric Schulz, published by Pearson Education/Addison-Wesley (College Mathematics/Statistics)

Quality Literacy Instruction for Students with Autism Spectrum Disorders, 1st ed., by Christina Carnahan, Pamela Williamson, Kara Hume, JoAnne Schudt Caldwell, Sandra M. Grether, Christina Yeager Pelatti, Elizabeth B. Keefe, Susan R. Copeland, Heather DiLuzio, Lesley Mandel Morrow, Allison Breit-Smith, Laura Justice, Hope Smith Davis, Jenni Jacobs, Susan Watts-Taffe, David A. Koppenhaver, Jennifer C. Wolfe, Betty Y. Ashber, and Kate Snyder; published by AAPC, Inc. (College Communication/Education/Performing Arts/Visual Arts)

2011 Texty Award winners (EI-Hi):

Interface Series, 1st ed., by Charles Boocock, Teresa Carleton, Joan Green, Heather Miller, Ravi Panwar, and Carol Ricker-Wilson, published by Rubicon Publishing, Inc. (EI-Hi Language/Literature)

Fitness for Life: Elementary School, 1st ed., by Charles B. Corbin, Guy Le Masurier, Dolly Lambdin, and Meg Greiner, published by Human Kinetics (EI-Hi Communication/Education/Performing Arts/Visual Arts)

2011 McGuffey Award winners:

Elementary Linear Algebra, 10th ed., by Howard Anton, published by John Wiley and Sons, Inc. (**Tied:** College Mathematics/Statistics)

Medical Terminology Systems: A Body Systems Approach, 6th ed., by Barbara A. Gyls and Mary Ellen Wedding, published by F.A. Davis Company (College Life Sciences)

Precalculus: Real Math, Real People, 6th ed., by Ron Larson, published by Cengage Learning (**Tied:** College Mathematics/Statistics)

cpTeach Expert Coding Made Easy!, 22nd ed., by Patrice Morin-Spatz and Randy Burt, published by MedBooks, Inc. (College Accounting/Business/Economics/Management)

Contemporary Behavior Therapy, 5th ed., by Michael D. Spiegler and David C. Guevremont, published by Cengage/Wadsworth (College Humanities/Social Sciences)

Cryptography and Network Security, 5th ed., by William Stallings, published by Pearson Education-Prentice Hall (College Computer Science/Engineering)

Learn more about TAA Awards: <http://www.taaonline.net/awards>

About the Text and Academic Authors Association:

The Text and Academic Authors Association (TAA) is the only nonprofit membership association dedicated solely to assisting textbook and academic authors. TAA's overall mission is to enhance the quality of textbooks and other academic materials, such as journal articles, monographs and scholarly books, in all fields and disciplines, by providing its textbook and academic author members with educational and networking opportunities. <http://www.taaonline.net>

###