



TEXT AND ACADEMIC AUTHORS ASSOCIATION

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FOR IMMEDIATE RELEASE:

Text and Academic Authors Association launches redesigned website

New website has more streamlined look, better navigation tools, and new user-friendly features

ST. PETERSBURG, Fla., Monday, June 9, 2008 — The Text and Academic Authors Association (TAA), the only membership association devoted solely to serving textbook and academic authors since 1987, announces the launch of its recently redesigned website.

In addition to a more streamlined look and better navigation tools, TAA's redesigned website has many new user-friendly features.

The new website allows members to login to a section devoted solely to the interests of textbook authors, or a section devoted solely to the interests of academic authors, or both.

"We recognize that although our members have similar interests, not every academic is ready or has the inclination to write textbooks or other instructional materials," said Richard Hull, TAA's executive director. "And not every textbook author is still publishing scholarly journal articles, working on his or her dissertation, or writing book monographs. By allowing members to choose only the content they are interested in, we hope to encourage them to visit the TAA website more often."

Non-members can tour The Member Center and look inside some of its sections, such as How-to articles, Writer's Block essays, Authors Asking Q&A's, and the Mentor-A-Member mentoring directory.

Navigation buttons at the top of the page allow visitors to learn more about TAA, and its workshops, teleconferences and awards. They can also see what action issues TAA has been and is working on, and purchase members' books in the "Books for Purchase" section.

"We hope the more user-friendly website enables members to take full advantage of the services and benefits TAA has to offer, including free mentoring; free teleconferences; discounts on editing services, books and authoring attorney fees; and publication grants of up to \$750," said Hull.

About the Text and Academic Authors Association (TAA)

The Text and Academic Authors Association (TAA) is the only authoring association devoted exclusively to serving 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.