



TEXT AND ACADEMIC AUTHORS ASSOCIATION

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Business communication textbook wins McGuffey Longevity Award

ST. PETERSBURG, Fla., August 3, 2005 -- The Text and Academic Authors Association awarded the sixth edition of *Essentials of Business Communication* by Mary Ellen Guffey, the college level communications/education/performing arts/visual arts 2005 McGuffey Longevity Award. The book is published by South-Western/Thomson. Among judges' comments:

"Excellent supporting materials including web resources. Examples are current and in-text exercises are helpful and reinforce chapter content. Good recognition of ethics & intercultural applications."

"The visual layout is exceptional – the design of this book makes manifest the principles discussed within. Book practices what it preaches."

"This sixth edition is brilliant because it contains many features to assist the learner. It is well organized and well-written. I highly recommend this textbook for the 2005 McGuffey (College) Award for Excellence."

The Text and Academic Authors Association created the McGuffey Longevity Awards in 1993 to recognize textbooks and learning materials whose excellence has been demonstrated over time. To be nominated, a work must have been in print 15 years and still be selling.

The Text and Academic Authors Association was established in 1987 for people interested in developing and publishing all kinds of educational materials, including textbooks, software, videos, monographs, reference books, newsletters, multimedia CD-ROM disks and others. TAA represents text and academic authors in matters involving them, including taxes, copyright and better appreciation of their work within academe. The association is also committed to improving the quality of educational materials.

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