



TEXT AND ACADEMIC AUTHORS ASSOCIATION

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Life sciences textbook wins McGuffey Longevity Award

ST. PETERSBURG, Fla., August 3, 2005 -- The Text and Academic Authors Association awarded the fourteenth edition of *General Zoology Laboratory Guide* by Charles F. Lytle and John R. Meyer, the college level life sciences 2005 McGuffey Longevity Award. The book is published by McGraw Hill Higher Education. Among judges' comments:

"Excellent illustrations and photographs. Superb discussions of laboratory safety and safety of preservatives."

"This is very user friendly, with numerous diagrams and color photos. It includes a section on lab safety and how to handle animals. I like the way it continuously integrates biology with other disciplines."

"The pictures are colorful and informative. The anatomy section has nice pictures and labels. This would be a great book to assist in general lab."

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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