

The {Academic Author}

For Creators of Academic Intellectual Property

2011:03

March 2011

PRESIDENT'S MESSAGE:

TAA has much to offer

by Ron Pynn

Spring is just around the corner, and for those of us in the northeast, it cannot come soon enough. And with spring comes a host of new opportunities from TAA that should interest authors and prospective authors.



Of foremost interest is the TAA annual conference held this year in Albuquerque, NM, June 24-25. There is something here for everyone, from a preconference workshop on writing and publishing your scholarly journal article to sessions on fostering diversity, boosting productivity, contracts, royalty audits, and digital textbooks. Everyone who has ever attended one of TAA's conferences always comes away saying they learned something new and something important to help them in their writing career. In addition, TAA has scheduled a social outing so participants and families can enjoy the culture and surroundings of beautiful Albuquerque. Registrations are being accepted now, so come enjoy Albuquerque and the comradeship of fellow authors at the TAA Conference June 24-25.

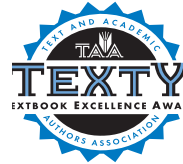
Another highlight to mention is TAA's audio conferences. These 60-90 minute sessions connect you with experts in a variety of fields where you can ask questions of the expert and interact with fellow participants. One recent audio conference focused on the emerging and important issue of the electronic rights clause in contracts. A topic every author needs to become familiar with. You also can download the sessions as podcasts and listen to the sessions at your convenience.

Finally, I want to call attention to the TAA website. It is full of interesting and important information for members and non members alike, and you can connect with other authors there. The website alone should convince non members they can benefit by joining the only organization solely devoted to assisting academic and text authors.

In short, TAA has a lot to offer authors in the months to come. One thing TAA cannot offer, however, is assisting with snow shoveling. Those of you in the snow belt, like your President, are on your own there.

TAA announces 2011 Texty, McGuffey Awards

Seven textbooks were awarded 2011 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 and 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. Kopenhagen, Jennifer C. Wolfe, Betty Y. Ashber, and Kate Snyder; published by AAPC, Inc. (College Communication/Education/Performing Arts/Visual Arts)

Continued on page 7

Let your writing
SOAR!



2011 TAA
CONFERENCE

Albuquerque, NM
June 24-25

www.taaonline.net/
2011TAAConference

{Inside} this issue

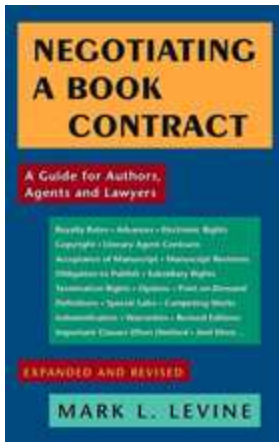
2. Book review: Rosenzweig; Authors Asking
3. Book review: Coakley
4. Apply now for 2011 Publication Grants; Member Tip
5. Network with other members on TAA listservs
6. Increase summer writing productivity; Recent posts on TAA's Twitter Page; Writing, publishing a scholarly journal article
8. TAA ED interviewed on Beyond the Book

BOOK REVIEW:

Mark L. Levine *Negotiating a Book Contract: A Guide for Authors, Agents and Lawyers*

Reviewed by Paul Rosenzweig

This is a compact, informative guide, now in its second edition. The author, an attorney, obviously knows publishing, and the subterranean world of authors' contracts. In about 100 pages, plus appendices, notes and the index, he guides the reader, presumably a fledgling author, through many of the arcane phrases and terminology of book authors' contracts, across all genres.



Since this review is directed to textbook authors, the breadth of topics, or the lack of specificity to textbooks, leaves this reviewer unfulfilled. The timing of this revision seems to have left the author without concrete suggestions for dealing with electronic publishing, even though a five page chapter was added to this edition. Additionally, there are stylistic “problems” in layout that I found irritating.

Because the author attempts to cover so many niches in publishing, there is a great deal of material of little or no relationship to textbooks, such as royalties based on cover price, or negotiating for performance and merchandising rights. As a result, topics of concern to textbook authors, such as consideration of Canadian sales as “domestic” and paid the highest royalty rate, or sales by the publisher to affiliates (and the pricing thereof), or definitions for royalty calculations, of custom publishing, kits, superkits, and the like, are ignored.

In the chapter titled “Electronic Rights” there are no recommendations for royalty

rates, rather two alternatives; one for a temporary rate (unspecified), the other for a clause that the rate is to be negotiated later. There are excellent cautions regarding electronic editions’ effect on the out-of-print clause that are scattered throughout the work. Recent emergence of electronic “platforms” controlled by a publishers consortium, affecting the contract definition of “publisher’s net receipts” are also not addressed.

There are indications of 38 footnotes throughout the text, but instead of showing them at the bottom of the pages, they are all grouped at the back of the book, after the appendices and before the index. There are also interruptions where the reader is directed to a later section for important references to the current topic.

This book might be an effective primer for a first-time author, before he/she meets with an agent or attorney who will conduct the actual negotiations, or a reference tool to be utilized (along with other material) by an experienced author reviewing the contract negotiated by his/her attorney.

About the Reviewer:

Paul Rosenzweig worked for *The Psychological Corporation, Harcourt Brace Jovanovich, Academic Press, Inc., and Moseley Associates, Inc., before starting Royalty Review Service, Inc. in 1990, representing authors who wish to confirm the accuracy of their royalty statements. He continued as a consultant to successor firms from 1999 through 2007, and now practices in the same field as President of (ca) RRS, Inc. He was Chairman of the Publishing and Printing Accounting Committee of the NY State Society of CPAs from 1988 to 1990, and served on the Society’s Litigation Support committee. He is a member of The Authors Guild, and recently retired as Treasurer of TAA, and as a member of the TAA Council.*



AUTHORS ASKING:

Q: How do you and your publishers distinguish between electronic and paper rights and royalty rates? In trade, the royalty rate is usually 25 percent.

A: “My contracts stipulate the same royalty rates for all channels, whether print or electronic. Depending on the project, it ranges from 10-13.5%.”

Frederic Martini, co-author of several anatomy and physiology textbooks

“My royalty is the same for all domestic versions: hardcover, softcover, or electronic.”

TAA member, mathematics

Q: Is permission needed from a publisher to develop resource materials for a textbook if those materials will be sold commercially or is it just necessary to have a disclaimer?

A: “I’ve done a fair amount of permissions editing over the years, which doesn’t equip me to give a comprehensive answer to your question, but I’ll give you my perspective. I think there are a couple of different points to address here.

1. You plan to sell the resource materials commercially. This means you’ll be in direct competition with the ancillaries that come with the textbook, either free with adoption or for an additional price. The publisher would undoubtedly take a dim view of your competing in this manner, and therefore would be sensitive to any possible copyright infringement you may have committed if you sold your resource materials without obtaining permission. While the textbook’s title and the name(s) of its author(s) are not subject to copyright protection, it’s hard to imagine how you would create resource materials without using any content from the book itself. I think you’d have a hard time arguing fair use if you did use such content — even very brief excerpts of it — for this purpose.

2. What kind of disclaimer did you have in mind? Has the publisher/distributor that proposes to sell your resource materials given you a sample disclaimer wording? If so, I would ask an independent attorney to evaluate the wording.”

Elsa Peterson, a freelance editor with 25 years of experience in the college textbook industry

BOOK REVIEW:

Mark L. Levine

Negotiating a Book Contract: A Guide for Authors, Agents and Lawyers

Reviewed Jay Coakley

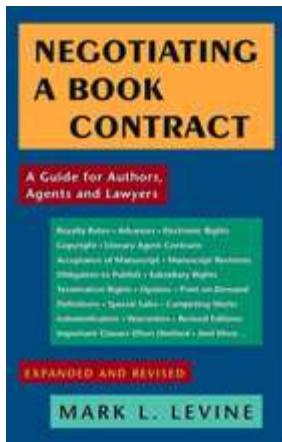
Book contracts and publishing agreements are written by and for publishers. The implications of this fact didn't dawn on me until it was too late. Like others with a plan to write a book, I was elated when an editor responded positively to my proposal.

Signing the "Publishing Agreement" was memorable, but mostly a formality to me. After all, I had chapters to write and a deadline to meet. Royalties, copyrights, and revisions were distant blips on my radar screen. The editor, a likable and upfront person, said the agreement was the standard one used by the publisher for all textbooks. Other publishers weren't lining up to talk with me, so I signed the agreement and assumed it was fair, although I didn't fully understand the "legalese" it contained.

This was 1976. I was young and eager to introduce my primary field of study to students. If Mark Levine's book had been available, I probably would have ignored it. But 35 years and 10 editions later, I can say that I was naïve, uninformed, and thick as a brick. Therefore, the purpose of this review is to encourage authors of fiction and nonfiction alike to read Levine's book before signing a contract.

In the first sentence in the Preface, Levine states that book contracts are generally "written by publishers' lawyers properly looking out for the publishers' interests." From that point forward, he shows authors how to view a book contract with their interests in mind.

Levine's first chapter fittingly focuses on "Grant of Rights," or licensing—the key substantive and legal theme in a book contract. He explains that "rights" can refer to the characters created and developed by an author, related trademarks, the right to publish related books or sequels, electronic rights, performance rights, and even merchandising



rights. He advises authors to be wary of any wording that grants "all rights" to a publisher. He doesn't say it, but he understands that we live at a time when nearly anything can be commodified. Therefore, it is wise for authors to retain reasonable control over how, in what forms, and under what conditions their work and related products can be sold or distributed.

Retaining reasonable control depends on knowing fully the meaning of all terms in a contract. For example, if the contract states that you "work for hire," it means that you are an at-will employee of the publisher and have no rights or control over the use, presentation, or distribution of your work. A part-time data entry clerk would have similar legal status. After highlighting the issue of licensing and granting rights, Levine organizes his concisely worded chapters to follow the order in which major substantive sections appear in most book contracts. He uses notations to identify paragraphs that are important (white square) and VERY important (black square) to the interests of authors. His guidelines apply to authors of fictional works as well as academic books, regardless of discipline. For those who read his entire book, including Appendices A and B and the footnotes, he provides the information and instills the confidence needed to critically assess and negotiate a contract that is fair to author and publisher.

In his accessible and never too long chapters, Levine covers issues related to "the manuscript" and how it is deemed satisfactory, and moves on to discuss representations and warranties, indemnification, relationships with other contracts, publication, advances, royalties, subsidiary rights, and royalty statements. He explains the meaning and implications of termination, out of print, options, competitive books, "next book" clauses, revised editions, verbatim and non-verbatim electronic rights—an essential new chapter, and what to consider when appointing an agent. He closes with a chapter on other important clauses found in most contracts and a final one dealing with on-demand and self-publishing contracts—another important issue for this day and age.

But don't stop reading until you've at least scanned Appendix A containing a sample letter of comments that an imaginary author writes to offer changes in a book contract received from publisher. Levine shows how to tactfully raise issues and make changes before adding a

signature to the publishing agreement. Appendix B deals with author-agent contracts, and the Notes provide sources and explanations for important points in the chapters, some of which have special relevance for specific authors.

Levine's book may not cover everything an author needs to know, but it comes very close. When I closed the book I wanted to know more about making the choice between a lawyer and an agent; whether laws governing contracts vary by state; if it is feasible to add a clause calling for a mandatory renegotiation of certain aspects of a contract after so many sales, printings, or revisions; if there are special issues associated with ebooks and print-on-paper copies that are rented to consumers by publishers or other companies contracted to handle rentals; and if there is a need for authors to anticipate changes in the ways knowledge/texts/written words will be distributed in the future.

Apart from these questions, which Levine may have answered in ways I missed, the take-away point for me is that for less than \$20 authors can possess a guide making us aware, informed, judicious, and able to critically assess and negotiate a book contract—all qualities I desperately needed long ago.

About the Reviewer:

Jay Coakley is a Professor Emeritus of sociology at the University of Colorado at Colorado Springs. He completed his MA and Ph.D. at the University of Notre Dame and has since taught about and studied play, games, and sports, among other topics in sociology. Dr. Coakley has received many teaching, service, and professional awards, and is an internationally respected scholar, author, lecturer, and journal editor. His text, Sports in Society: Issues and Controversies is in its 10th edition with adaptations published in Canada, Australia, and the United Kingdom, and translations in Japanese, Chinese, Korean, and (soon) Croatian.



Apply now for 2011 TAA Publication Grants

Application deadline: May 1, 2011

To apply: www.taaonline.net/publication_grants/grantsform_7_10.pdf

TAA is currently accepting applications for grants of up to \$750 to cover expenses incurred in publishing already accepted print academic journal articles and books including academic journal page costs or university press subventions; the cost of preparing artwork or other charts, diagrams, or images to be included in accepted journal articles or academic books; and journal reprint costs.

Grants are also available for expenses incurred as a direct result of research leading to publication of a book or article, including:

- Interlibrary loan costs, or computer time costs incurred in the analysis of data, leading to publication of academic print materials.
- Costs of single photocopies of source materials for research related to the publication of an article or book.
- Costs of secretarial (copying and/or delivery) services incurred in the preparation of academic print materials.
- Cost of permissions incurred in the preparation of academic print materials for reprinting images, quoted material.

Grant funds are also available for costs incurred by the author for textbook projects, provided the textbook is not realistically expected to yield royalties sufficient to recover the costs for which the grant is sought.

Read about past recipients: www.taaonline.net/publication_grants/grants.html


The deadline for applications is May 1, 2011. To apply, download a PDF form at www.taaonline.net/publication_grants/grantsform_7_10.pdf and mail to TAA Executive Director Richard Hull, 3241 Heather Hill Lane, Tallahassee, FL 32309-2307.

Member Tip:

“My publishing contract was reviewed by a publishing attorney recommended on the TAA website. I cannot overemphasize that every author should have their contract reviewed by a publishing attorney. When you receive a contract, you can tell the publisher that you’ll give them a response after your attorney reviews it. Letting the publisher know that their contract was reviewed by a publishing attorney gave me more leverage during negotiations. The cost is a necessary investment for a serious author.”

— Rick Fierro, TAA member

Update your contact information at www.taaonline.net/form/-member_update.php



Michael R. Lennie

Authors' Attorney & Literary Agent

Licensed in California and New York
Special discount for TAA members

- Contract reviews/advice
- Contract negotiations
- Collaboration agreements
- Contracts/Copyright Litigation
- Publisher placement
- Proposal review/editing
- Licensing rights
- Copyright issues

— Member of Authors Guild —
2005 Copyright 2008

2667 Camino del Rio South, Suite 301-9, San Diego, CA 92108

Fax: (858) 272-2541 • (858) 272-2248

michael@lennieliterary.com • Visit www.lennieliterary.com

Copyright©2009 Lennie Literary Agency. All rights reserved.

GRAPHICS BY MARY WELDY ORIGINALS - 619-669-1305

Network with other members on TAA listservs

Network with your fellow members, ask questions, and share your expertise on the TAA Textbook Authoring Listserv and/or Academic Authoring Listserv.

Subscribe to the Textbook Authoring Listserv by sending an email to TAATextbookAuthoring-on@mail-list.com No subject line and nothing in the message field.

Subscribe to the Academic Authoring Listserv by sending an email to TAAAcademicAuthoring-on@mail-list.com No subject line and nothing in the message field.

You can switch to the Digest version of the Textbook Authoring Listserv, in which you receive only one email message per week with all that week's posts contained within it, by sending an email to TAATextbookAuthoring-switch@mail-list.com once you have been subscribed. To switch to the Digest version of the Academic Authoring Listserv, send an email to TAAAcademicAuthoring-switch@mail-list.com once you have been subscribed.

After you are subscribed to the Textbook Authoring Listserv, send messages to TAATextbookAuthoring@mail-list.com

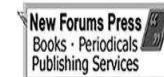
After you are subscribed to the Academic Authoring Listserv, send messages to TAAAcademicAuthoring@mail-list.com

Read the archives for both Listservs: www.taaonline.net/membersonly/listservs

2011 TAA CONFERENCE SPONSORS



Donated 30 copies of *Writing and Developing Your College Textbook* as an early registration incentive.



"Voicing important ideas
& new information"

Donated 30 copies of *It Works For Me: Becoming a Publishing Scholar/Researcher* as an early registration incentive.

Bring a TAA-sponsored workshop to your campus

TextandAcademicAuthors@taaonline.net

 COPYRIGHT CLEARANCE CENTER

A Resource on the Business of Writing and Publishing



Beyond the Book[®]



Copyright Clearance Center and TAA are pleased to be working together to podcast programs from the 2010 TAA Conference at www.beyondthebook.com.

You do not need an iPod or MP3 player to listen. Programs may be played directly at your PC, or downloaded and burned to a standard audio compact disc. Transcripts are also available.

Beyond the Book programs cover a variety of topics about the business of writing and publishing to help creative professionals realize the full potential of their works, while encouraging respect for intellectual property and the principles of copyright. We encourage you to subscribe to the free ongoing Beyond the Book series!

 **COPYRIGHT
CLEARANCE CENTER**

TAA

TEXT AND ACADEMIC AUTHORS ASSOCIATION

Increase summer writing productivity

If you often start the summer with high hopes for your writing projects, but end disappointed by your actual productivity, you can learn how to be more productive AND enjoy your life this summer by participating in



Rockquemore

“Summer Writing 101: How to Avoid the Biggest Mistakes Academic Writers Make During the Summer Term,” on Wednesday, May 4, from 1-2 p.m. ET.

This 60-minute audio conference, presented by Kerry Ann Rockquemore, Ph.D., executive director of the National Center for Faculty Development & Diversity, and author of *The Black Academic's Guide to Winning Tenure Without Losing Your Soul*, is specifically designed to address the core problem academic writers face during the summer: unstructured time.

You will learn:

- The most common mistakes academic writers make during the summer break
- Specific skills and strategies to gain control of your unstructured time
- Why the summer term is an ideal time to experience work-life balance and the secret to doing so

This is your opportunity to learn:

- The most common mistakes academic writers make during the summer break
- Specific skills and strategies to gain control of your unstructured time
- Why the summer term is an ideal time to experience work-life balance and the secret to doing so

Kerry Ann Rockquemore's scholarship has focused on interracial families, biracial identity, and the politics of racial categorization. She is author of two important books: *Beyond Black* and *Raising Biracial Children*, as well as over two dozen articles and book chapters on multiracial youth. After becoming a tenured professor, her focus shifted to improving conditions for pre-tenure faculty by creating supportive communities for writing productivity and work/life balance. She provides workshops for new faculty at colleges across the U.S., writes a weekly advice column for *Inside Higher Ed*, and works with a select group of new faculty each semester in her Faculty Success Program.

Recent posts on TAA's Twitter page Follow TAA on Twitter: www.twitter.com/TextandAcademic

via @TheJohnSoares [2200 Listeners for My TAA Podcast on Freelance Writing for Textbook Publishers](#) - <http://bit.ly/idYZnR>
Kelly Morgan - Science Education: [A textbook author's views on e-textbooks](#): <http://bit.ly/h1UCuO> via @addthis
[Should Professors Assign Their Own Books?](#) - GalleyCat: <http://bit.ly/f1NAeF> via @addthis
[Computer Security Textbook Chapter Reviewers Sought](#): <http://bit.ly/eMI3qk> via @addthis
[What kind of #royalty rates are you getting on e-textbooks? As we move into the digital realm, are royalty rates changing at all? How so?](#)
[Understanding Trademarks & Book Titles](#)-Stephen E. Gillen, Attorney, Wood, Herron & Evans, L.L.P. <http://fb.me/sAxxzB2f>
[Five Key Strategies to Boost Writing Power and Productivity](#)-Dannelle D. Stevens, Professor of Curriculum and... <http://fb.me/PR8ipaZ6>
[New Ebook Platforms Target the Scholarly Monograph](#): <http://bit.ly/icUeKQ> via @addthis
[Introducing Wiley Open Access](#): <http://bit.ly/dH3i2H> via @addthis
[ePub Wordpress plugin released today](#) | Gobbledygook: <http://bit.ly/eN43hT> via @addthis
[Teaching With a Tablet: One Educator's Experience](#) | MindShift: <http://bit.ly/foI5Ef> via @addthis

Writing, publishing a scholarly journal article

Gain practical academic writing support and learn publishing strategies by attending a four-hour workshop, “Writing and Publishing Your Scholarly Journal Article,” on Thursday, June 23, 2011, from 1-5 p.m. in Albuquerque, New Mexico.



Moore Mensah

Dr. Felicia Moore Mensah, associate professor of science education at the Teachers College at Columbia University, will share her personal strategies, motivations and insights about academic writing

as both an author and editorial review board member for three academic journals within the field of science education. Bring a working draft of a submission, which will put into “journal submission format”. Moore Mensah will also share “bad drafts”, “reviewer comments”, and a “published work” as examples of the submission to print process.

The workshop, which will be held the day before TAA's annual conference in Albuquerque, is \$50. Register online at www.taaonline.net/2011TAAConference/register.html



Bring a TAA-sponsored workshop to your campus
www.taaonline.net/workshops



Book1One

Looking for a high quality book manufacturer to print & bind your book?

Our printing technology is state-of-the-art. We have a variety of binding options for you to choose from.
 No minimum quantity requirements - even for hard cover books.
 No upfront fees or hidden charges. Your only expense is the cost to print, bind & ship.
 Soft cover ready in 5 days; hard cover in 10.
 We'll produce a book you will be truly proud of.

Contact us for a special TAA member discount!
 Email: TAA@Book1One.com

www.Book1One.com

655 Driving Park Avenue – Rochester NY – 14613
 (585) 458-2101

Join TAA's Social Network

Visit TAA on Facebook:



Follow TAA on Twitter:



2011 TAA CONFERENCE SPONSORS



Donated a travel cleaning kit for laptops and mobile devices for all conference attendees.



Fresco Fine Art Publications

Donated a book of fine art from their nationally acclaimed Southwest artist series for each 2011 TAA Texty and McGuffey winner and TAA Council of Fellow inductee.

GOVERNING COUNCIL:

Executive Members:

Ron Pynn, Interim President (rpynn@comcast.net)
 Mary K. Switzer, Vice President (mkswitzer@verizon.net)
 Nancy Volkman, Treasurer (nvolkman@archone.tamu.edu)
 Fred Kleiner, Secretary (fsk@bu.edu)

Council Members:

Janet Belsky (jbelsky@mtsu.edu)
 Scott Boyd (sboyd@mtsu.edu)
 Tara Gray (tgray@nmsu.edu)
 Claudia Sanchez (csanchez@mail.twu.edu)
 Michael Spiegler (Spiegler@providence.edu)
 Barbara Waxer (bwaxer1@comcast.net)

Council Members At-Large:

Christopher Harris (crharris@mtsu.edu)
 Steve Gillen (sgillen@whepatent.com)
 John Wakefield (jwakefie2msn.com)

Ex-Officio Member:

Michael Sullivan (m-sullivan@att.net)

Past President:

Paul Siegel (PSiegel@hartford.edu)

TAA Staff:

Richard T. Hull, Executive Director (richard.hull@taaonline.net)
 Kim Pawlak, Associate Executive Director, Editor *The Academic Author* (kim.pawlak@taaonline.net)
 Maureen Foerster, Membership Marketing Coordinator (maureen.foerster@taaonline.net)
 Janet Tucker, Managing Director, TAA Headquarters (TextandAcademicAuthors@taaonline.net)
 Sharon Pevzner, Assistant to Managing Director (sharon.pevzner@taaonline.net)
 Jodi Matson, Database Manager (jodi.matson@taaonline.net)
 Susanna Patrick, Program Assistant (susanna.patrick@taaonline.net)
 Paula Heimbecker, Production Editor, *The Academic Author* (pheimbecker@winona.edu)
 Tammy Seidick, Webmaster (seidick@ptd.net)

TEXTY/McGUFFEY AWARDS Continued from page 1

2011 Texty Award winners (El-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. (El-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 (El-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
www.taaonline.net/awards

2011 TAA
CONFERENCE
Sponsors

 **COPYRIGHT
CLEARANCE CENTER**


**ATLANTIC PATH
PUBLISHING**

New Forums Press
Books • Periodicals • Publishing Services
"Voicing important ideas & new information"

iKlear


Fresco Fine Art Publications

**BrownWalker
Press**
Knowledge Squared™

 **Lennie Literary &
Author's Attorney**
— licensed in CA and NY —


**flatworld
KNOWLEDGE**

PEARSON

MERLYN'S PEN
The New Library of Young Adult Writing
1000 models of America's best student writing.

**WORDS
NUMBERS**

11
ELEVEN LEARNING

TAA

P.O. Box 56359
St. Petersburg, FL 33732-6359

Address Correction Service Requested
TAA P.O. Box 56359, St. Petersburg, FL 33732-6359

TAA ED interviewed on Beyond the Book

TAA Executive Director Richard Hull, and former TAA Council member and attorney Michael Lennie, were interviewed by The Copyright Clearance Center's Christopher Kenneally on "Why E-Textbooks Just Make Sense" for authors, publishers and students. The interview is available on the CCC's Beyond the Book program, a podcast series on the business of writing and publishing. "Digital textbooks will eliminate the chronic



Hull

complaints of students schlepping around multiple 900-page textbooks," Hull and Lennie wrote in a *Publishers Weekly* column. "And authors and publishers have to be thrilled that electronic texts virtually eliminate the unfair and relentless competition from used-book sellers."

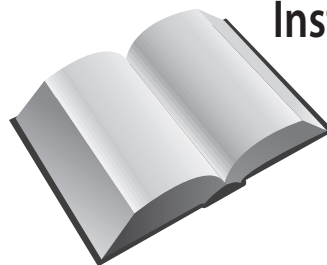


Lennie

Listen to the interview at <http://beyondthebookcast.com/why-etextbooks-make-sense/>

Academic Authors Wanted!

Online Interactive Textbooks • Exam Preparation
Instruction Manuals



All subjects wanted. Our writers
enjoy financial protections.

MORE INFO:
www.amelox.com/jobs

**Amelox
Incorporated**

P.O. BOX 2134, SUNNYVALE, CA 94087