



Textbook & Academic
Authors Association

FOR IMMEDIATE RELEASE

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**Textbook & Academic Authors Association Announces
2017 Textbook Award Winners**

February 22, 2017, Fountain City, WI - Twenty-three textbooks have been awarded 2017 Textbook Awards by the Textbook & Academic Authors Association (TAA). Six textbooks received William Holmes McGuffey Longevity Awards, 10 textbooks received Textbook Excellence Awards, and seven textbooks received Most Promising New Textbook Awards.

The McGuffey Longevity Award recognizes textbooks and learning materials whose excellence has been demonstrated over time. The Textbook Excellence Award recognizes excellence in current textbooks and learning materials. The Most Promising New Textbook Award recognizes excellence in 1st edition textbooks and learning materials.

TAAonline.net/awards

The awards will be presented during an awards luncheon at TAA's 30th Annual Textbook & Academic Authoring Conference in Providence, RI, June 9, 2017. *TAAonline.net/taa-conference*

2017 McGuffey Longevity Award Winners (College)

Anatomy & Physiology: The Unity of Form and Function, 7th ed.

By Kenneth S. Saladin

Published by McGraw-Hill Education

College/University

Life Sciences

Calculus, 11th ed.

By Ron Larson and Bruce Edwards

Published by Cengage Learning

College/University

Mathematics and Statistics

Essentials of Oceanography, 12th ed.

By Alan Trujillo

Published by Pearson Education

College/University

Life Sciences

Lecture-Tutorials for Introductory Astronomy, 3rd ed.

By Edward E. Prather, Timothy F. Slater, Jeffrey P. Adams, and Gina Brissenden

Published by Pearson/Prentice Hall

College/University

Physical Sciences

McCurnin's Clinical Textbook for Veterinary Technicians, 8th ed.

By Joanna M. Bassert and John A. Thomas

Published by Elsevier

College/University

Life Sciences

Precalculus Series, 10th ed.

(*Precalculus with Limits, Algebra & Trig, College Algebra, Trigonometry*)

By Ron Larson

Published by Cengage Learning

College/University

Mathematics and Statistics

2017 Textbook Excellence Award Winners (College)

Calculus: An Applied Approach, 10th ed.

By Ron Larson

Published by Cengage Learning

College/University

Mathematics and Statistics

Carboranes, 3rd ed.

By Russell N. Grimes

Published by Elsevier/Academic Press

College/University

Physical Science

Clinical Psychology: Science, Practice and Culture, 4th ed.

By Andrew M. Pomerantz

Published by SAGE Publishing

College/University

Humanities, Education, and Social Sciences

Contemporary Behavior Therapy, 6th ed.

By Michael Spiegler

Published by Cengage Learning

College/University

Humanities, Education, and Social Sciences

Contracting for Services in State and Local Government Agencies, 2nd ed.

By William Sims Curry

Published by Routledge

College/University

Humanities, Education, and Social Sciences

Customer Service Skills for Success, 6th ed.

By Robert W. Lucas

Published by McGraw-Hill Education

College/University

Accounting, Business and Economics

Exploring Engineering: An Introduction to Engineering and Design, 4th ed.

By Philip Kosky, Robert Balmer, William Keat, and George Wise

Published by Elsevier/Academic Press

College/University

Computer Science and Engineering

Matlab: A Practical Introduction to Programming and Problem Solving, 4th ed.

By Stormy C. Attaway

Published by Elsevier/Butterworth-Heinemann

College/University

Computer Science and Engineering

Social Media Marketing, 2nd ed.

By Tracy L. Tuten and Michael R. Solomon

Published by SAGE Publishing

College/University

Accounting, Business and Economics

2017 Textbook Excellence Award Winners (K-12)

Big Ideas Math: Integrated Mathematics I, II, and III, 1st ed.

By Ron Larson and Laurie Boswell

Published by Larson Texts

K-12

Mathematics and Statistics

2017 Most Promising New Textbook Award Winners (College)

Enterprise Risk Management: A Guide for Government Professionals, 1st ed.

By Karen Hardy

Published by John Wiley & Sons

College/University

Accounting, Business and Economics

Green Design and Manufacturing for Sustainability, 1st ed.

By Nand K. Jha

Published by Taylor and Francis Group

College/University

Computer Science and Engineering

Introduction to Business Analytics Using Simulation, 1st ed.

By Jonathan Pinder

Published by Elsevier/Academic Press

College/University
Accounting, Business and Economics

Introduction to Statistical Investigations, 1st ed.

By Nathan Tintle, Beth Chance, George Cobb, Allan Rossman, Soma Roy, Todd Swanson,
and Jill VanderStoep

Published by Wiley

College/University

Mathematics and Statistics

Lifespan Development: Lives in Context, 1st ed.

By Tara Kuther

Published by SAGE Publishing

College/University

Humanities, Education, and Social Sciences

Turbulence, 1st ed.

By Frans T.M. Nieuwstadt, Bendiks Jan Boersma, and Jerry Westerweel

Published by Springer

College/University

Computer Science and Engineering

2017 Most Promising New Textbook Award Winners (K-12)

AP Calculus, 1st ed.

By Ron Larson and Paul Battaglia

Published by Cengage Learning

K-12

Mathematics and Statistics

View the 2017 TAA Textbook Awards Media Kit: TAAonline.net/2017-textbook-award-winners-media-kit

About the Textbook & Academic Authors Association (TAA)

The Textbook & Academic Authors Association (TAA) provides a wide range of professional development resources, events, and networking opportunities for textbook authors and authors of scholarly journal articles and books. www.TAAonline.net

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