



Textbook & Academic
Authors Association

FOR IMMEDIATE RELEASE

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**Textbook & Academic Authors Association Announces
2020 Textbook Award Winners**

February 24, 2020, Fountain City, WI – Twenty-nine textbooks have been awarded 2020 Textbook Awards by the Textbook & Academic Authors Association (TAA). Seven textbooks received William Holmes McGuffey Longevity Awards, 14 textbooks received Textbook Excellence Awards, and eight 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 33rd Annual Textbook & Academic Authoring Conference in San Diego, CA, June 12, 2020. *TAAonline.net/taa-conference*

2020 McGuffey Longevity Award Winners (College)

An Introduction to Kolmogorov Complexity and Its Applications, 4th ed.

By Ming Li and Paul Vitanyi

Published by Springer

Computer Science and Engineering

Consumer Behavior: Buying, Having and Being, 13th ed.

By Michael R. Solomon

Published by Pearson Education

Accounting, Business and Economics

Core Concepts in Health, 16th ed.

By Claire E. Insel, Walton T. Roth, and Paul M. Insel

Published by McGraw-Hill Education

Humanities, Education, and Social Sciences

Intelligence: From Secrets to Policy, 8th ed.

By Mark M. Lowenthal

Published by SAGE Publishing

Humanities, Education, and Social Sciences

Precalculus, 11th ed.
By Michael Sullivan
Published by Pearson
Mathematics and Statistics

Principles of Foundation Engineering, 9th ed.
By Braja M. Das and Nagaratnam Sivakugan
Published by Cengage
Computer Science and Engineering

Research Methods in Social Work, 8th ed.
By David Royse
Published by Cognella Academic Publishing
Humanities, Education, and Social Sciences

2020 Most Promising New Textbook Award Winners (College)

Fundamentals of Image Data Mining, 1st ed.
By Dengsheng Zhang
Published by Springer
Computer Science and Engineering

Human Resource Management: People, Data, and Analytics, 1st ed.
By Talya Bauer, Berrin Erdogan, David Caughlin, and Donald Truxillo
Published by SAGE Publishing
Accounting, Business and Economics

Innovation in Mixed Methods Research, 1st ed.
By Cheryl N. Poth
Published by Sage (UK)
Humanities, Education, and Social Sciences

Organizing Library Collections: Theory and Practice, 1st ed.
By Gretchen L. Hoffman
Published by Rowman & Littlefield
Humanities, Education, and Social Sciences

Tall: the design and construction of high-rise architecture, 1st ed.
By Guy Marriage
Published by Routledge
Humanities, Education, and Social Sciences

This Land Is Your Land: Introduction to American Government and Politics, 1st ed.
By Martin R. Saiz and Jennifer L. De Maio
Published by FlatWorld
Humanities, Education, and Social Sciences

Women Leading Change in Academia: Breaking the Glass Ceiling, Cliff, and Slipper, 1st ed.

By Callie Rennison and Amy Bonomi
Published by Cognella Academic Publishing
Humanities, Education, and Social Sciences

2020 Most Promising New Textbook Award Winners (K-12)

The World Around Me Studies Weekly - My Place in Time and Space, 1st ed.

By Amy Miner and David Hall
Published by Studies Weekly
Humanities, Education, and Social Sciences

2020 Textbook Excellence Award Winners (College)

Business and Professional Communication: KEYS for Workplace Excellence, 4th ed.

By Kelly M. Quintanilla and Shawn T. Wahl
Published by SAGE Publishing
Communication, Performing Arts and Visual Arts

Child Development From Infancy to Adolescence: An Active Learning Approach, 2nd ed.

By Laura E. Levine and Joyce Munsch
Published by SAGE Publishing
Humanities, Education, and Social Sciences

Freshwater Ecology: Concepts and Environmental Applications of Limnology, 3rd ed.

By Walter K. Dodds and Matt R. Whiles
Published by Academic Press
Physical Sciences

Introduction to Criminal Justice: Systems, Diversity, and Change, 3rd ed.

By Callie Marie Rennison and Mary Dodge
Published by SAGE Publishing
Humanities, Education, and Social Sciences

Introduction to Probability Models, 12th ed.

By Sheldon M. Ross
Published by Academic Press
Mathematics and Statistics

Modeling Life: The Mathematics of Biological Systems, 1st ed.

By Alan Garfinkel, Jane Shevtsov, and Yina Guo
Published by Springer Nature
Mathematics and Statistics

Molecular Biology, 3rd ed.

By David P. Clark, Nanette J. Pazdernik, and Michelle R. McGehee
Published by Academic Cell
Life Sciences

My Psychology, 2nd ed.

By Andrew M. Pomerantz

Published by Macmillan Learning
Humanities, Education, and Social Sciences

Nutrition for a Changing World, 2nd ed.
By Jamie Pope and Steven Nizielski
Published by Macmillan
Life Sciences

The Dissection of Vertebrates, 3rd ed.
By Gerardo De Iuliis and Dino Pulera
Published by Academic Press
Life Sciences

The UX Book: Agile UX Design for a Quality User Experience, 2nd ed.
By Rex Hartson and Pardha Pyla
Published by Morgan Kaufmann
Computer Science and Engineering

Work in the 21st Century: An Introduction to Industrial and Organizational Psychology, 6th ed.
By Jeffrey M. Conte and Frank J. Landy
Published by Wiley
Humanities, Education, and Social Sciences

2020 Textbook Excellence Award Winners (K-12)

Oklahoma Studies Weekly - Our State, 2nd Edition, 7th Volume
By Amy Miner and David A. Hall
Published by Studies Weekly
Humanities, Education, and Social Sciences

Precalculus with Limits: A Graphing Approach, 8th ed.
By Ron Larson and Paul Battaglia
Published by Cengage
Mathematics and Statistics

View the 2020 TAA Textbook Awards Media Kit: TAAonline.net/2020-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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