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Textbook & Academic Authors Association Announces 2019 Textbook Award Winners

February 25, 2018, Fountain City, WI – Thirty-one textbooks have been awarded 2019 Textbook Awards by the Textbook & Academic Authors Association (TAA). Four textbooks received William Holmes McGuffey Longevity Awards, 17 textbooks received Textbook Excellence Awards, and ten 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 32nd Annual Textbook & Academic Authoring Conference in Philadelphia, PA, June 14, 2019. TAAonline.net/taa-conference

2019 McGuffey Longevity Award Winners (College)

Case Study and Research Applications: Design and Methods, 6th ed.
By Robert K. Yin
Published by SAGE Publishing
College/University
Humanities, Education, and Social Sciences

Customer Service Skills for Success, 7th ed.
By Robert W. Lucas
Published by McGraw Hill Education
College/University
Accounting, Business and Economics

Fundamentals of Weed Science, 5th ed.
By Robert L. Zimdahl
Published by Academic Press
College/University
Life Sciences

Legal Terminology, 7th ed.
2019 Most Promising New Textbook Award Winners (College)

Attainable Region Theory: An Introduction to Choosing an Optimal Reactor, 1st ed.
By David Ming, Diane Hildebrandt, David Glasser, Benjamin Glasser, and Matthew Metzger
Published by Wiley
College/University
Computer Science and Engineering

Cien años de identidad: Introducción a la literatura latinoamericana del siglo XX, 1st ed.
By Kelly Comfort
Published by Georgetown University Press
College/University
Languages and Literature

Creep and Hygrothermal Effects in Concrete Structures, 1st ed.
By Zdeněk P. Bažant and Milan Jirásek
Published by Springer Netherlands
College/University
Computer Science and Engineering

By Robert de Vries
Published by Macmillan International Higher Education
College/University
Mathematics and Statistics

Gateway to Music: An Introduction to American Vernacular, Western Art, and World Musical Traditions, 1st ed.
By Jocelyn C. Nelson
Published by Cognella Academic Publishing
College/University
Communication, Performing Arts and Visual Arts

Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication, 1st ed.
By Janis Teruggi Page and Lawrence J. Parnell
Published by SAGE Publishing
College/University
Communication, Performing Arts and Visual Arts

Social Psychology, 1st ed.
By Tom Heinzen and Wind Goodfriend
Published by SAGE Publishing
College/University
Humanities, Education, and Social Sciences
Sociology in Action, 1st ed.
By Kathleen Odell Korgen and Maxine P. Atkinson
Published by SAGE Publishing
College/University
Humanities, Education, and Social Sciences

2019 Most Promising New Textbook Award Winners (K-12)

Big Ideas Math: Modeling Real Life Elementary Series, 1st ed.
By Ron Larson and Laurie Boswell
Published by Big Ideas Learning, LLC
K-12
Mathematics and Statistics

New Mexico Studies Weekly – Our State, 1st ed.
By Kim Mogilevsky, Monica Sherwin, and Heather Larsson
Published by Studies Weekly
K-12
Humanities, Education, and Social Sciences

2019 Textbook Excellence Award Winners (College)

A Short History of the Middle Ages, 5th ed.
By Barbara H. Rosenwein
Published by University of Toronto Press
College/University
Humanities, Education, and Social Sciences

By Robert Crichton
Published by Academic Press
College/University
Physical Sciences

Blueprint for Success in College and Career, 1st ed.
By Dave Dillon
Published by Rebus Community
College/University
Humanities, Education, and Social Sciences

Calculus: Early Transcendental Functions, 7th ed.
By Ron Larson
Published by Cengage
College/University
Mathematics and Statistics

By John L. Hennessy and David A. Patterson
Published by Morgan Kaufmann
College/University
Computer Science and Engineering

_Data Structures and Abstractions with Java, 5th ed._
By Frank Carrano and Timothy Henry
Published by Pearson
College/University
Computer Science and Engineering

_Essentials of Business Communication, 11th ed._
By Mary Ellen Guffey and Dana Loewy
Published by Cengage Learning
College/University
Communication, Performing Arts and Visual Arts

By Nicole Gage and Bernard Baars
Published by Academic Press
College/University
Life Sciences

By John Gallaugher
Published by FlatWorld
College/University
Computer Science and Engineering

_Introduction to Social Work: An Advocacy-Based Profession, 2nd ed._
By Lisa E. Cox, Carolyn J. Tice, and Dennis D. Long
Published by SAGE Publishing
College/University
Humanities, Education, and Social Sciences

By James M. Scott, Ralph G. Carter, and A. Cooper Drury
Published by SAGE Publishing
College/University
Humanities, Education, and Social Sciences

_Organizational Behavior: Bridging Science and Practice, 3rd ed._
By Talya Bauer and Berrin Erdogan
Published by FlatWorld
College/University
Accounting, Business and Economics

_The CQ Press Guide to Writing in Public Policy, 1st ed._
By Andrew Pennock
Published by CQ Press
College/University
Humanities, Education, and Social Sciences

*The Human Body in Health & Disease, 7th ed.*
By Kevin T. Patton and Gary A. Thibodeau
Published by Elsevier
College/University
Life Sciences

*The Science of Vehicle Dynamics: Handling, Braking, and Ride of Road and Race Cars, 2nd ed.*
By Massimo Guiggiani
Published by Springer International Publishing
College/University
Computer Science and Engineering

**2019 Textbook Excellence Award Winners (K-12)**

*Big Ideas Math: Modeling Real Life Middle School Series, 2nd ed.*
By Ron Larson and Laurie Boswell
Published by Big Ideas Learning, LLC
K-12
Mathematics and Statistics

*Oklahoma Studies Weekly - Our State, 6th ed.*
By Kim Mogilevsky, Monica Sherwin, and David Hall
Published by Studies Weekly
K-12
Humanities, Education, and Social Sciences

**View the 2019 TAA Textbook Awards Media Kit:** TAAonline.net/2019-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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