



Textbook & Academic  
Authors Association

**FOR IMMEDIATE RELEASE**

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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, 6<sup>th</sup> ed.*

By Robert K. Yin

Published by SAGE Publishing

College/University

Humanities, Education, and Social Sciences

*Customer Service Skills for Success, 7<sup>th</sup> ed.*

By Robert W. Lucas

Published by McGraw Hill Education

College/University

Accounting, Business and Economics

*Fundamentals of Weed Science, 5<sup>th</sup> ed.*

By Robert L. Zimdahl

Published by Academic Press

College/University

Life Sciences

*Legal Terminology, 7<sup>th</sup> ed.*

By Kent D. Kauffman and Gordon Brown  
Published by Pearson Education  
College/University  
Accounting, Business and Economics

### **2019 Most Promising New Textbook Award Winners (College)**

*Attainable Region Theory: An Introduction to Choosing an Optimal Reactor*, 1<sup>st</sup> 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*, 1<sup>st</sup> ed.  
By Kelly Comfort  
Published by Georgetown University Press  
College/University  
Languages and Literature

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

*Critical Statistics: Seeing Beyond the Headlines*, 1<sup>st</sup> ed.  
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*, 1<sup>st</sup> 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*, 1<sup>st</sup> ed.  
By Janis Teruggi Page and Lawrence J. Parnell  
Published by SAGE Publishing  
College/University  
Communication, Performing Arts and Visual Arts

*Social Psychology*, 1<sup>st</sup> ed.  
By Tom Heinzen and Wind Goodfriend  
Published by SAGE Publishing  
College/University  
Humanities, Education, and Social Sciences

*Sociology in Action*, 1<sup>st</sup> 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*, 1<sup>st</sup> ed.  
By Ron Larson and Laurie Boswell  
Published by Big Ideas Learning, LLC  
K-12  
Mathematics and Statistics

*New Mexico Studies Weekly – Our State*, 1<sup>st</sup> 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*, 5<sup>th</sup> ed.  
By Barbara H. Rosenwein  
Published by University of Toronto Press  
College/University  
Humanities, Education, and Social Sciences

*Biological Inorganic Chemistry: A New Introduction to Molecular Structure and Function*, 3<sup>rd</sup> ed.  
By Robert Crichton  
Published by Academic Press  
College/University  
Physical Sciences

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

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

*Computer Architecture: A Quantitative Approach*, 6<sup>th</sup> ed.  
By John L. Hennessy and David A. Patterson

Published by Morgan Kaufmann  
College/University  
Computer Science and Engineering

*Data Structures and Abstractions with Java*, 5<sup>th</sup> ed.  
By Frank Carrano and Timothy Henry  
Published by Pearson  
College/University  
Computer Science and Engineering

*Essentials of Business Communication*, 11<sup>th</sup> ed.  
By Mary Ellen Guffey and Dana Loewy  
Published by Cengage Learning  
College/University  
Communication, Performing Arts and Visual Arts

*Fundamentals of Cognitive Neuroscience: A Beginner's Guide*, 2<sup>nd</sup> ed.  
By Nicole Gage and Bernard Baars  
Published by Academic Press  
College/University  
Life Sciences

*Information Systems: A Manager's Guide to Harnessing Technology*, 7<sup>th</sup> ed.  
By John Gallaugher  
Published by FlatWorld  
College/University  
Computer Science and Engineering

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

*IR: International, Economic, and Human Security in a Changing World*, 3<sup>rd</sup> ed.  
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*, 3<sup>rd</sup> 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*, 1<sup>st</sup> ed.  
By Andrew Pennock  
Published by CQ Press  
College/University

Humanities, Education, and Social Sciences

*The Human Body in Health & Disease*, 7<sup>th</sup> 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*, 2<sup>nd</sup> ed.  
By Massimo Guiggiani  
Published by Springer International Publishing  
College/University  
Computer Science and Engineering

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

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K-12  
Mathematics and Statistics

*Oklahoma Studies Weekly - Our State*, 6<sup>th</sup> 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](http://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](http://www.TAAonline.net)

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