



## FOR IMMEDIATE RELEASE

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### **Textbook & Academic Authors Association Announces 2021 Textbook Award Winners**

**February 24, 2021, Fountain City, WI** - Twenty-five textbooks have been awarded 2021 Textbook Awards by the Textbook & Academic Authors Association (TAA). Six textbooks received William Holmes McGuffey Longevity Awards, nine 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 awardees will be recognized during an online textbook awards ceremony at 1pm ET on Friday, March 19, 2021.

#### **2021 McGuffey Longevity Award Winners (College)**

*Design of Machinery, 6e*

By Robert L. Norton

Published by McGraw Hill Education

College/University

Computer Science and Engineering

*Integrated Chinese, 4e*

By Yuehua Liu, Tao-chung Yao, Nyan-Ping Bi, Liangyan Ge, and Yaohua Shi

Published by Cheng & Tsui

College/University

Humanities, Education, and Social Sciences

*March's Advanced Organic Chemistry: Reactions, Mechanisms, and Structure, 8e*

By Michael B. Smith

Published by Wiley

College/University

Physical Sciences

*The Essentials of Computer Organization and Architecture, 5e*

By Linda Null and Julia Lobur

Published by Jones and Bartlett Learning  
College/University  
Computer Science and Engineering

*The Logic of American Politics, 9e*  
By Samuel Kernell, Gary C. Jacobson, Thad Kousser, and Lynn Vavreck  
Published by SAGE Publishing  
College/University  
Humanities, Education, and Social Sciences

*The McDonaldization of Society: Into the Digital Age, 9e*  
By George Ritzer  
Published by SAGE Publishing  
College/University  
Humanities, Education, and Social Sciences

### **2021 Textbook Excellence Award Winners (College)**

*Entrepreneurship: The Practice and Mindset, 2e*  
By Heidi M. Neck, Christopher P. Neck, and Emma L. Murray  
Published by SAGE Publishing  
College/University  
Accounting, Business and Economics

*Human Development: A Cultural Approach, 3e*  
By Jeffrey Jensen Arnett and Lene Arnett Jensen  
Published by Pearson  
College/University  
Humanities, Education, and Social Sciences

*In eynem: The New Yiddish Textbook, 1e*  
By Asya Vaisman Schulman, Jordan Brown, and Mikhl Yashinsky  
Published by White Goat Press  
College/University  
Languages and Literature

*Intercultural Communication: A Critical Perspective, 1e*  
By Rona Tamiko Halualani  
Published by Cognella Academic Publishing  
College/University  
Communication, Performing Arts and Visual Arts

*Machine Design: An Integrated Approach, 6e*  
By Robert L. Norton  
Published by Pearson  
College/University  
Computer Science and Engineering

*Structures by Design: Thinking, Making, Breaking, 1e*  
By Rob Whitehead

Published by Routledge  
College/University  
Physical Sciences

*The Christian Theological Tradition, 4e*  
Edited By Mark McInroy and Michael J. Hollerich  
Published by Routledge  
College/University  
Humanities, Education, and Social Sciences

*Write More, Publish More, Stress Less!: Five Key Principles for a Creative and Sustainable Scholarly Practice, 1e*  
By Dannelle D. Stevens  
Published by Stylus Publishing  
College/University  
Humanities, Education, and Social Sciences

### **2021 Textbook Excellence Award Winner (K-12)**

*Calculus for AP<sup>®</sup>, 2e*  
By Ron Larson and Paul Battaglia  
Published by National Geographic Learning, a part of Cengage  
K-12  
Mathematics and Statistics

### **2021 Most Promising New Textbook Award Winners (College)**

*African American Psychology: A Positive Psychology Perspective, 1e*  
By Stacie Craft DeFreitas  
Published by Springer Publishing Company  
College/University  
Humanities, Education, and Social Sciences

*Biopsychology: Fundamentals and Contemporary Issues, 1e*  
By Martin S. Shapiro  
Published by FlatWorld  
College/University  
Humanities, Education, and Social Sciences

*Business and Society: Ethical, Legal, and Digital Environments, 1e*  
By Cynthia E. Clark, Kabrina K. Chang, and Sean P. Melvin  
Published by SAGE Publications, Inc.  
College/University  
Accounting, Business and Economics

*Child and Adolescent Development: A Social Justice Approach, 1e*  
By Kristine Anthis  
Published by Cognella Academic Publishing  
College/University  
Humanities, Education, and Social Sciences

*Discovering Public Relations: An Introduction to Creative and Strategic Practices, 1e*

By Karen Freberg

Published by SAGE Publications, Inc.

College/University

Communication, Performing Arts and Visual Arts

*Entrepreneurial Finance: The Art and Science of Growing Ventures, 1e*

By Luisa Alemany and Job J. Andreoli

Published by Cambridge University Press

College/University

Accounting, Business and Economics

*Evaluation in Today's World: Respecting Diversity, Improving Quality, and Promoting Usability, 1e*

By Veronica G. Thomas and Patricia B. Campbell

Published by SAGE Publications Inc.

College/University

Humanities, Education, and Social Sciences

*Intimate Relationships, 1e*

By Wind Goodfriend

Published by SAGE Publishing

College/University

Humanities, Education, and Social Sciences

*Principles of Marketing for a Digital Age, 1e*

By Tracy L. Tuten

Published by Sage Publications

College/University

Accounting, Business and Economics

*Statistics With R: Solving Problems Using Real-World Data, 1e*

By Jenine K. Harris

Published by SAGE Publications Inc.

College/University

Humanities, Education, and Social Sciences

**View the 2021 TAA Textbook Awards Media Kit:** [TAAonline.net/2021-textbook-award-winners-media-kit](http://TAAonline.net/2021-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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