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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®, 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

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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