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Textbook & Academic Authors Association Announces 2017 Textbook Award Winners

February 22, 2017, Fountain City, WI - Twenty-three textbooks have been awarded 2017 Textbook Awards by the Textbook & Academic Authors Association (TAA). Six textbooks received William Holmes McGuffey Longevity Awards, 10 textbooks received Textbook Excellence Awards, and seven 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 30th Annual Textbook & Academic Authoring Conference in Providence, RI, June 9, 2017. TAAonline.net/taaconference

2017 McGuffey Longevity Award Winners (College)

Anatomy & Physiology: The Unity of Form and Function, 7th ed.
By Kenneth S. Saladin
Published by McGraw-Hill Education
College/University
Life Sciences

Calculus, 11th ed.
By Ron Larson and Bruce Edwards
Published by Cengage Learning
College/University
Mathematics and Statistics

Essentials of Oceanography, 12th ed.
By Alan Trujillo
Published by Pearson Education
College/University
Life Sciences
Lecture-Tutorials for Introductory Astronomy, 3rd ed.
By Jeffrey P. Adams, Edward E. Prather, Timothy F. Slater, and Gina Brissenden
Published by Pearson/Prentice Hall
College/University
Physical Sciences

McCurnin's Clinical Textbook for Veterinary Technicians, 8th ed.
By Joanna M. Bassert and John A. Thomas
Published by Elsevier
College/University
Life Sciences

Precalculus Series, 10th ed.
(Precalculus with Limits, Algebra & Trig, College Algebra, Trigonometry)
By Ron Larson
Published by Cengage Learning
College/University
Mathematics and Statistics

2017 Textbook Excellence Award Winners (College)

By Ron Larson
Published by Cengage Learning
College/University
Mathematics and Statistics

Carboranes, 3rd ed.
By Russell N. Grimes
Published by Elsevier/Academic Press
College/University
Physical Science

Clinical Psychology: Science, Practice and Culture, 4th ed.
By Andrew M. Pomerantz
Published by SAGE Publishing
College/University
Humanities, Education, and Social Sciences

Contemporary Behavior Therapy, 6th ed.
By Michael Spiegler
Published by Cengage Learning
College/University
Humanities, Education, and Social Sciences

Contracting for Services in State and Local Government Agencies, 2nd ed.
By William Sims Curry
Published by Routledge
College/University
Humanities, Education, and Social Sciences
Customer Service Skills for Success, 6th ed.
By Robert W. Lucas
Published by McGraw-Hill Education
College/University
Accounting, Business and Economics

By Robert Balmer, Philip Kosky, William Keat, and George Wise
Published by Elsevier/Academic Press
College/University
Computer Science and Engineering

Matlab: A Practical Introduction to Programming and Problem Solving, 4th ed.
By Stormy C. Attaway
Published by Elsevier/Butterworth-Heinemann
College/University
Computer Science and Engineering

Social Media Marketing, 2nd ed.
By Tracy Tuten and Michael Solomon
Published by SAGE Publishing
College/University
Accounting, Business and Economics

2017 Textbook Excellence Award Winners (K-12)

By Ron Larson and Laurie Boswell
Published by Larson Texts
K-12
Mathematics and Statistics

2017 Most Promising New Textbook Award Winners (College)

By Karen Hardy
Published by John Wiley & Sons
College/University
Accounting, Business and Economics

Green Design and Manufacturing for Sustainability, 1st ed.
By Nand K. Jha
Published by Taylor and Francis Group
College/University
Computer Science and Engineering

Introduction to Business Analytics Using Simulation, 1st ed.
By Jonathan Pinder
Published by Elsevier/Academic Press
Introduction to Statistical Investigations, 1st ed.
By Nathan Tintle, Beth Chance, George Cobb, Allan Rossman, Soma Roy, Todd Swanson, and Jill VanderStoep
Published by Wiley
College/University
Mathematics and Statistics

By Tara Kuther
Published by SAGE Publishing
College/University
Humanities, Education, and Social Sciences

Turbulence, 1st ed.
By Jerry Westerweel, Bendiks Jan Boersma Frans, and T.M. Nieuwstadt
Published by Springer
College/University
Computer Science and Engineering

2017 Most Promising New Textbook Award Winners (K-12)

AP Calculus, 1st ed.
By Ron Larson and Paul Battaglia
Published by Cengage Learning
K-12
Mathematics and Statistics

View the 2017 TAA Textbook Awards Media Kit: TAAonline.net/2017-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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