



TEXT AND ACADEMIC AUTHORS ASSOCIATION

FOR IMMEDIATE RELEASE

Chemistry textbook wins 2008 Textbook Excellence Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the first edition of *Materials Chemistry*, by Bradley Fahlman, the 2008 Textbook Excellence Award in the college level Physical Sciences category. The book is published by Springer.

Among judges' comments:

"Excellent, up-to-date discussion of many classes of materials. Concisely written; understandable with integration of real-world and historical references. Well-illustrated with judicious use of color. Extensive research sections for further study. As a biochemist/chemical educator, I found the text very instructive. A material science engineer at Intel (a friend) gave the book a 'thumbs-up' review."

"Bradley Fahlman is to be commended for undertaking the challenge of producing what is probably the first true chemistry text in Materials Chemistry. This is a rapidly growing field, along with its spin-off of Nanoscience. For producing the first true Chemistry text in a new field, Materials Chemistry, and for its high quality, it is most appropriate that Bradley D. Fahlman be honored with a 2008 Texty Award for Excellence."

TAA created the Textbook Excellence Award in 1992 to recognize current textbooks and learning materials. To be nominated, a work must carry a copyright date for the previous or current year. Entries are not limited to book but may include learning materials of all mediums.

About the Text and Academic Authors Association (TAA)

The Text and Academic Authors Association (TAA) is the only membership association devoted solely to serving textbook and academic authors. TAA was established in 1987 for those interested in developing and publishing educational materials, including textbooks, articles for academic journals and other academic writing, software, videos, monographs, reference books, and multimedia CD-ROM disks. TAA's mission is to enhance the quality of educational materials and assist text and academic authors in matters involving them, including taxes, copyright, royalties and better appreciation of their work within the academic environment. www.TAAonline.net

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Contact:

Kim Pawlak, Associate Executive Director

Text and Academic Authors Association (TAA) www.TAAonline.net

kim.pawlak@taaonline.net Phone (608) 687-3106 Cell (507) 459-1363 Fax (608) 687-3109



TEXT AND ACADEMIC AUTHORS ASSOCIATION

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Physical fitness textbook wins 2008 Textbook Excellence Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the first edition of *Fitness for Life: Middle School*, by Charles B. Corbin, Guy C. Le Masurier, and Dolly D. Lambdin, the 2008 Textbook Excellence Award in the el-hi level Communication/Education/Performing Arts/Visual Arts category. The book is published by Human Kinetics Publishers.

Among judges' comments:

“Excellent! Well organized. Each chapter starts with an overview and photo illustrating the topic. Web site offers further information...includes helpful teacher's guide with worksheets and special resource information. Includes vocabulary and glossary. Opening questions set objectives. Chapters include fitness facts and tips. A very thorough and useful text.”

“Several features suggest that this textbook and Teachers Guide are extremely well-constructed and thoughtful. First, the applications are imaginative in both the textbook and Teacher's Guide. I found the textbook readily adaptable to various fitness levels and student needs. In addition to the imaginative approach, adaptability, and flexibility of the textbook and Teacher's Guide, the layout is engaging...the illustrations and photos reinforce concepts...the inclusion of racial diversity and students who use wheelchairs, etc., reminds us that fitness includes everyone...the activity grams looked fun...the chapters and sections are short and highly readable.”

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TEXT AND ACADEMIC AUTHORS ASSOCIATION

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Computer science textbook wins 2008 Textbook Excellence Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the first edition of *Computer Security: Principles and Practice*, by William Stallings and Lawrie Brown, the 2008 Textbook Excellence Award in the college level Computer Science/Engineering category. The book is published by Prentice Hall.

Among judges' comments:

"This book has two strengths that distinguish it among a growing crowd of computer security books: First, it is thorough and compendious; second, it is not *just* about cryptography. This text is very thorough in its scope....it belongs at the elbow of every serious practitioner. It provides lucid explanations of the basics and how those things interplay to provide security for—or expose—computer systems to malicious activity. The authors are to be commended for the expansiveness of this work. The content is current, relevant, and clearly explained. A highly commendable work."

"A well written book which is remarkable in that it covers both theory as well as practical aspects of computer security. The authors provide very good coverage of security algorithms and the theoretical aspects of cryptography. Even though my department does not currently offer a course in this area, this text inspires me to offer a course in security."

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Social science textbook wins 2008 Textbook Excellence Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the second edition of *Governing States & Localities*, by Kevin B. Smith, Alan Greenblatt, and Michele Mariani, the 2008 Textbook Excellence Award in the college level Humanities/Social Science category. The book is published by CQ Press.

Among judges' comments:

"Rarely have I read a text that captured my interest more than this one. I typically was eager to move on to the next chapter as soon as I finished the previous one. The material is presented in an easily understood style with an occasional humorous insertion and the information is remarkably up-to-date with compelling concrete examples of the principles that are being discussed. The figures and tables are easy to read and their content summarizes a wealth of fascinating data. From my perspective this text and its package of supporting materials is outstanding and very much deserving of a Texty Award for Excellence!"

"This text is clear, up to the moment, and very teachable in a College semester. In today's market, it is attractive, well written, and its ancillaries are user-friendly for the instructor. In addition, online study questions, games, a crossword puzzle and additional websites are supplied per chapter for student learning. Bravo! A splendid tool for teacher and student!"

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Social science textbook wins 2008 Textbook Excellence Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the first edition of *Experiencing the Lifespan*, by Janet Belsky, the 2008 Textbook Excellence Award in the college level Humanities/Social Science category. The book is published by Worth Publishers.

Among judges' comments:

"Very 'readable.' A good 'read'. The 'Instructor's Media Tool Kit', the CD set and the video segments for each chapter are enhancing and effective. This book does read like a personal conversation with the reader. The chapter vignettes are thought provoking and informative. Excellent! The 'Instructor Resources' are effective and enriching. Wonderful array for learning!"

"This text has virtually every aspect of its subject matter explored. The multi-national, multicultural inclusion is most insightful. The ancillary materials for both professor and student are complete, interesting and exciting. It is quite evident that this project was a lifetime's labor of love."

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Writing textbook wins 2008 Textbook Excellence Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the first edition of *Writing for Life*, by D.J. Henry, the 2008 Textbook Excellence Award in the college level Language/Literature category. The book is published by Pearson Education/Longman.

Among judges' comments:

"D.J. Henry has authored a wonderfully visual and well developed process for writing which will appeal to students. Together with the 'My Writing Lab' program, this Writing Package will supply students with a well-designed program to improve a necessary 'lifetime' skill."

"Many practice exercises are scattered throughout each chapter, making this a very hands-on, interactive, engaging textbook. I especially like the 'Academic Learning Log' at the end of each chapter. The inclusion of many examples will help students develop their writing skills. The reading selections included in the text exhibit a wide diversity in writers – gender, background, age, style, etc. Not only might this inspire future readers, but they can learn from these selections also. I'm very impressed with the book and feel it would result in dynamic classroom teaching and, ultimately, better student writers. I would definitely consider using this text in a development classroom. The retail price is quite low, especially when compared to similar textbooks/workbooks. Both students and instructors will greatly appreciate this."

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Life science textbook wins 2008 Textbook Excellence Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the third edition of *Environment: The Science Behind the Stories*, Jay Withgott and Scott Brennan, the 2008 Textbook Excellence Award in the college level Life Science category. The book is published by Pearson Education/Benjamin Cummings.

Among judges' comments:

“The authors have produced an attractive and very readable text for undergraduate and Advanced Placement environmental science classes. The book features an unusual design with an initial review of the important issues and concepts of the subject supplemented with a series of case studies giving students interesting examples of environmental issues and the science pertinent to the issues. Overall it is an excellent book.”

“I found the special features to be especially appealing. The integrated case studies did show, as the authors noted in the preface, how environmental issues currently are ‘affecting real people around the world.’ The authors integrated this feature well and I think that it helps students see environmental issues as ‘real; as opposed to ‘hypothetical’. The photos and visuals are attractive and relevant. Overall the book is thorough, instructive, and has the potential for stimulating critical thinking. Were I to teach a class on this topic, I would be happy to have a resource such as this attractive and stimulating text....”

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Accounting textbook wins 2008 McGuffey Longevity Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the tenth edition of *Principles of Accounting*, by Belverd E. Needles, Jr., Marian Powers, and Susan V. Crosson, the 2008 McGuffey Longevity Award in the college level Accounting/Business/Economics/Management category. The book is published by Houghton Mifflin.

Among judges' comments:

"This is a strong and excellent book with many important and well-developed features. The organization of topics, overall writing style, vocabulary clarity, numerous examples, exercises, and topic coverage are all nicely integrated. The book is well written. Excellent writing results in good communications, which is apparent in every learning mode used in the book. This is a solid, elegant, and thorough book that has met the test of time. I strongly recommend this book for the 2008 McGuffey Award."

"This is an impressive text. It's an incredibly comprehensive text that does an excellent job of connecting essential accounting topics to broader decision-making issues. The text is also chock full of rich learning aids. Particularly impressive are the use of numerous managerial decision point boxes and the annotated accounting statements that walk the reader through the linkages within and across statements."

The Text and Academic Authors Association created the McGuffey Longevity Awards in 1993 to recognize textbooks and learning materials whose excellence has been demonstrated over time. To be nominated, a work must have been in print 15 years and still be selling.

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TEXT AND ACADEMIC AUTHORS ASSOCIATION

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Physical Science textbook wins 2008 McGuffey Longevity Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the seventh edition of *Quantitative Chemical Analysis*, by Daniel C. Harris, the 2008 McGuffey Longevity Award in the college level Physical Sciences category. The book is published by W.H. Freeman & Co.

Among judges' comments:

"Professors who use this text call it the Bible for completeness. It is the standard textbook everybody uses. Excellent overall text!!"

"Readable, comprehensive, up-to-date coverage of fundamental analytical chemistry. Chapter openers and boxes cover a wide range of interesting topics. Excellent worked examples and use of spreadsheets in problem solving. Effective color plate photos. Much student support: solutions and answers in the text, detailed solutions manual, and website."

"This excellent Analytical Chemistry text has matured significantly since the appearance of the first edition in 1982. This reviewer used the fourth and fifth editions in his teaching career. The author is unique among college chemistry textbook writers in that his major affiliation is with a private commercial laboratory rather than an academic institution. This application-rich background is the major key to his successes. It is a pleasure to give *Quantitative Chemical Analysis* by Daniel C. Harris a recommendation for a 2008 McGuffey Award for Excellence."

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Computer science textbook wins 2008 McGuffey Longevity Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the fifth edition of *Fundamentals of Logic Design*, by Charles H. Roth, the 2008 McGuffey Longevity Award in the college level Computer Science/Engineering category. The book is published by Cengage Learning, Engineering.

Among judges' comments:

"This text is exceptionally written. It describes itself as a text for self-study and it delivers in spades! The outstanding 'learnability' of this work is enhanced by the software CD included as part of the text. This digital design and simulation software provides tactile reinforcement of the material taught in the main part of the text. And with the author's clear, conversational style, an interested reader will find this book hard to put down."

"The text is excellent since it could be easily used for a self-study or distance learning course. The examples and problems are very good. This book is one in which I would encourage students to hold onto, since it could be used later as a review or to cover materials which were not covered in a course. The supplemental materials are also good and provide a good deal of material for both the instructor and students."

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Writing textbook wins 2008 McGuffey Longevity Award

St. Petersburg, FL, June 25, 2008 --- The Text and Academic Authors Association (TAA) awarded the ninth edition of *Grassroots with Reading*, by Susan Fawcett, the 2008 McGuffey Longevity Award in the college level Language/Literature category. The book is published by Houghton Mifflin Company.

Among judges' comments:

"This book is well organized, clearly and efficiently written, and easy to read. Its explanations are concise, logical, easily understood, and free of jargon. I imagine students would find it engaging and stimulating. It has a cheerful and encouraging style. The discussions and assignments are well planned and interesting. I have never taught a writing class, but I imagine I would find it easy, rewarding, and enjoyable to use this text."

"*Grassroots* is a well-established program of learning to write. It is diverse, complete in ancillaries, and student-friendly. Instructors are supplied with notes, suggestions and techniques for presentation. What's best is that Professor Fawcett has revised this program with contemporary, diverse and respected writers whose works will interest the most reluctant learners. Bravo!"

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