



TEXT AND ACADEMIC AUTHORS ASSOCIATION

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### **Physical science wins 2009 McGuffey Longevity Award**

**St. Petersburg, FL, March 4, 2009** --- The Text and Academic Authors Association (TAA) awarded the 9<sup>h</sup> edition of *Meteorology Today*, by C. Donald Ahrens, the 2009 McGuffey Longevity Award in the college level Physical Science category. The book is published by Brooks/Cole, Cengage Learning.

TAA will present the award at its 2009 Conference on Text and Academic Authoring in San Antonio, Texas, June 27. [www.TAAonline.net/TAAConference](http://www.TAAonline.net/TAAConference)

Text and Academic Authors 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. The awards bear the name of William Holmes McGuffey, whose influential primers, which first appeared in 1836, helped bring the United States out of frontier illiteracy. McGuffey's Eclectic Readers, usually called simply McGuffey's Readers, were in print until 1921.

The Text and Academic Authors Association (TAA) is the only nonprofit membership association dedicated solely to assisting textbook and academic authors. TAA's overall mission is to enhance the quality of textbooks and other academic materials, such as journal articles, monographs and scholarly books, in all fields and disciplines, by providing its textbook and academic author members with educational and networking opportunities. [www.TAAonline.net](http://www.TAAonline.net)

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