

“Which association is the voice for textbook and academic authors?”

* Hint: See bottom of page

“How can I get my reviewers to understand that I am trying to do something different with my book?”

“Each of the journals I am submitting to has a different style for footnotes and references. How do I make revisions efficiently and not spend undue hours with trivia?”

“Can I renegotiate my book contract when going into subsequent editions?”

“I am organizing a conference that I think will be very good. How do I approach a publisher for the proceedings? What is such a publisher looking for?”

“I am currently writing on my own but considering taking on a coauthor. What are some of the advantages and disadvantages of coauthoring?”

“I have an idea for an article based on my dissertation, but I don't know where to send it. How can I make a reasonable choice?”

The answer?



TEXT AND ACADEMIC AUTHORS ASSOCIATION

Look inside and discover the benefits of becoming a member of the only association just for textbook and academic authors >>

Have a question? As a TAA member, all you have to do is ask. We'll find someone in our network of 1,200-plus members who can help.

The Text and Academic Authors Association (TAA) is a nonprofit professional association of more than 1,200 textbook and academic authors. TAA is the only association committed solely to assisting and protecting the rights of 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.

TAA is a voice for textbook and academic authors.

TAA developed a pamphlet entitled, "Stomp the Comp," that discourages faculty from selling complimentary copies to book resellers, a practice that is harmful to authors and contributes to the rising cost of textbooks. TAA has also written a position statement on the academic value of textbooks, a Code of Ethics for Authors, and a guide for authors in negotiating contracts with publishers.

TAA sponsors the following activities:

Academic Authoring Workshops. TAA sponsors workshops on college and university campuses across the country. These workshops are designed to assist academic authors in jump-starting their writing, getting their writing published, creating camera-ready copy, writing effective grant proposals, and more.

Annual Conferences. Each year, TAA holds a conference on textbook and academic authoring as a way to educate textbook and academic authors on topics such as authoring scholarly articles, publishing a dissertation as a book, working with editors, indexing, legal issues surrounding copyright, negotiating contracts, textbook authoring, and the preparation of ancillary materials, as well as providing them with the opportunity to network with each other.

Awards. Each year, TAA recognizes the best new textbooks with its Textbook Excellence Awards ("Textys"), and the textbooks that have shown the greatest longevity with its McGuffey Longevity Awards ("McGuffeys"). TAA also recognizes the most cited academic articles and monographs with its Garfield Citation Awards.

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With more than 1,200 members, many of whom have written dozens of textbooks and scores of scholarly articles, TAA provides an invaluable mentoring network:

- TAA staff and Council members give individual answers to members' questions about textbook and academic authoring.
- Veteran authors' articles about writing and publishing are searchable in the TAA website archives.
- TAA's member newsletter, *The Academic Author*, contains articles, how-to information, industry and association news, and member profiles.
- TAA's bi-monthly email News Alerts keep members up-to-date on industry, member, and association news between issues of *The Academic Author*.
- Questions about authoring or publishing posted on our listserv typically generate several helpful responses within a few days.

TAA members are also eligible for:

Publishing Aid Grants — grants of up to \$750 to subsidize the cost of publishing scholarly journal articles, e.g. the preparation of artwork, having the final article formatted to the journal's style, the preparation of photographic images, and straightforward publication costs.

Legal Assistance — a free legal consultation, referrals to attorneys with experience in publishing, and discounts on legal fees.

Discounted Editing Services — discounts of up to 20 percent off editing services from select editors.



