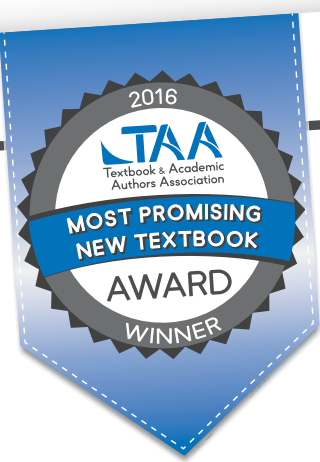


Laurie B. Nelsen, MS, CPC, AHIMA-Approved ICD-10-CM/PCS Trainer
123 E. Avenue Street, Goodview, MN 55987 lbn@gmail.com 507-931-6290



March 15, 2016

RE: TAA's Textbook Award Notification

Dear Ms. Nelsen,

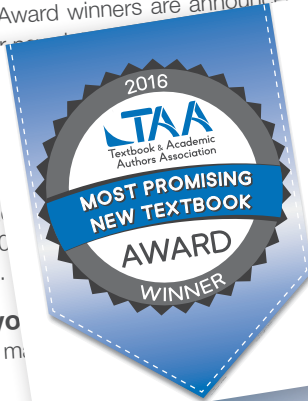
Receiving a textbook award from TAA is not only a great honor it can also increase sales by bringing more exposure to your books and elevating the credibility of both the book and its authors.

A book award tends to get the attention of the media. TAA provides winners with both a general press release that announces all of the winners and an individual press release that focuses on your individual book and award. If you provide the list of recipients and their contact information, TAA will distribute the press release for you. Textbook Award winners are announced on the TAA website, the association's eNewsletter and print membership directory. Textbook Award winners are also featured at the annual Textbook Awards conference. Last year's blog article about the award was featured in the Textbook & Academic Authors Association's eNewsletter and print membership directory. Posts on Abstract since the awards were announced.

When it comes to adoption decision advantage. TAA provides award seal stickers for your books. You can place the award seal on the next print run of your book, and you can purchase additional seals per 100 copies of the award on the inside or cover of your book.

Book awards are a huge boost in your investment. Tout the award on all of your marketing materials. Many authors have leveraged their TAA awards by:

- Including a description of the award and the award logo on your website, Amazon.com, BarnesandNoble.com, and other online retailers, and in the catalog listing.
- Announcing it on the publisher and author(s) social media pages.
- Posting an article about it on the publisher and author(s) blog.
- Mentioning the award on conference presentations.



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Recipient: 2016
Most Promising New
Textbook Award:
Publisher's Coding:
Full Book Title

