



TEXT AND ACADEMIC AUTHORS ASSOCIATION

FOR IMMEDIATE RELEASE

Media Contact: Richard Hull, TAA Executive Director, 850-893-6539 Cell: 850-264-8894 E-mail: Richard.Hull@taaonline.net Website: <http://www.TAAonline.net>

Open Textbook Wins 2011 Textbook Excellence Award

Annual competition recognizes excellence in new textbooks

St. Petersburg, Fla., March 2, 2011 –*Organizational Behavior*, an open textbook available online for free, has been awarded a 2011 Textbook Excellence Award (Texty) by the Text and Academic Authors Association (TAA).

This is the first time that an open textbook has won a Texty, notes Richard Hull, TAA's executive director, and signals the emergence of a new publishing model. Read *Organizational Behavior*, by Talya Bauer and Berrin Erdogan, at: <http://www.flatworldknowledge.com/printed-book/122833>.

"It's really satisfying to have our work recognized by fellow authors," said Bauer, professor of management at Portland State University. "This validates our vision for creating a quality textbook that is available to students in print, as well as online for free."

Organizational Behavior is published by Flat World Knowledge, Inc. under a Creative Commons open license. Students can read a web-hosted version of the complete, peer-reviewed book for free or purchase a softcover print book, e-book for devices like the iPad and Kindle, audio book, PDF download and interactive study aids. Faculty who adopt Flat World texts can edit down to the sentence level, add their own section, move or delete chapters and insert videos and hyperlinks.

"This award speaks to the outstanding work of Talya and Berrin and to the caliber of our roster of authors," said Jeff Shelstad, CEO and co-founder of Flat World Knowledge. "Their commitment to sharing knowledge is benefiting students and educators and helping to bring textbook publishing into the 21st century."

The Texty Award, created in 1992, recognizes current textbooks and learning materials. Judges are published textbook authors.

Organizational Behavior was one of seven textbooks to receive a 2011 Texty Award. For a full list of winners, visit <http://www.taaonline.net/awards/2011winners.html>

The awards will be presented during an awards luncheon at the 24th Annual TAA Conference in Albuquerque, New Mexico on June 25, 2011.

About the Text and Academic Authors Association:

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. <http://www.taaonline.net>.

#