Association of American Publishers Announces 2011 PROSE Award Winners

Washington, DC, February 2, 2012—The Professional and Scholarly Publishing (PSP) Division of the Association of American Publishers (AAP) is pleased to announce the winners of the 2011 American Publishers Awards for Professional and Scholarly Excellence (the PROSE Awards).

More than 45 PROSE Awards, including the top prize, the R.R. Hawkins Award, were presented February 2, 2012 at a special Awards Luncheon during the PSP Annual Conference at the Renaissance Mayflower Hotel in Washington, DC. Award winners included Elsevier, American School of Classical Studies at Athens, Oxford University Press, American Association for Cancer Research, John Wiley & Sons, University of Virginia Press, Getty Publications and American Chemical Society. A full list of the winners can be found on www.proseawards.com.

The 2011 R.R. Hawkins Award was presented to McGraw-Hill Professional for The Diffusion Handbook: Applied Solutions for Engineers by R.K. Michael Thambynayagam. Senior Editor Michael Penn accepted the award for McGraw-Hill Professional. This is the first time in PROSE history that McGraw-Hill has won the R.R. Hawkins Award. The book also won the PROSE Award for Excellence in Physical Sciences & Mathematics and the Engineering & Technology category.

“Diffusion is a phenomenon that intersects our daily lives,” explained Michael Penn. “Heat diffuses in metal and causes expansion and contraction, so civil engineers use the diffusion equation to determine how much space to leave between the joints of a metal bridge or a train track. The growth of cancerous tumors occurs through a diffusion process, and biomedical engineers use the diffusion equation to understand metastasis. Financial risk can be modeled probabilistically using the diffusion equation. Even the age of the earth has been determined by solving the diffusion equation; in 1864, Lord Kelvin published his landmark paper entitled “The Secular Cooling of the Earth,” becoming the first to do so. There are countless ways the diffusion equation can be used to model solutions to everyday problems big and small.”

“The Diffusion Handbook is the definitive work in its field,” added PROSE Awards Chairman John A. Jenkins of CQ Press. “It is exceptional in its breadth and depth, addressing applications
of the diffusion equation across areas of engineering, and it will surely prove the authoritative handbook that will influence and be used by engineers for many years to come. In other words, it is exactly the type of important work that PROSE should and does honor.”

The prestigious R.R. Hawkins Award recognizes scholarly works in all disciplines of the humanities and sciences, and is given for the most outstanding professional, reference or scholarly work among the year’s award winners. The Award was presented at today’s Awards Luncheon by Tom Allen, President and CEO of the AAP.

This year’s winners were determined by a distinguished panel of 14 PROSE judges: Joseph S. Alpert, University of Arizona; Ed Barnas, Barnas Consulting; Steve Chapman, McGraw-Hill; Barbara Chen, Modern Language Association; F. Michael Connelly, University of Toronto; Jeff Dean, Wiley-Blackwell; Michael Fisher, Harvard University Press; Nigel Fletcher-Jones, Lexicon Publishing Consultants; James M. Jasper, City University of New York; Myer Kutz, Myer Kutz Associates; Jean Laponce, Columbia University; George Lobell, ME Sharpe; Beatrice Rehl, Cambridge University Press; and John Ryden, Yale University Press.

The 2011 PROSE Awards received a record-breaking 512 entries – more than ever before in its 36-year history – from more than 60 professional and scholarly publishers across the country. Video highlights from this year’s Awards Luncheon, including the short film Mapping the Slave Trade and the acceptance speech of the Hawkins prize winner, will be available on www.proseawards.com and YouTube. For the first time ever, the PROSE Awards Luncheon was also streamed live on the web.


The Diffusion Handbook: Applied Solutions for Engineers is a true magnum opus in engineering publishing. The book’s breadth is astounding, covering applications of diffusion across every major engineering discipline.

The Diffusion Handbook provides over 1,000 worked-out solutions to the diffusion equation. The 125-page table of contents, in its own right, is a remarkable achievement, using extensive graphics to organize these 1,000-plus solutions in a way that engineers can use. The table of contents uses over 1,000 one-dimensional, two-dimensional, and three-dimensional graphical thumbnail illustrations (one per solution) that visually link to the expanded worked solutions in the book. Fewer than 5% of these solutions are available anywhere else; the vast majority have been compiled and solved by the author himself – his life work since his time as a rookie chemical engineer in industry straight out of the University of Manchester.

The Diffusion Handbook is a landmark book that provides over 1,000 quick-reference solutions that form the basis for professional engineers of all kind to work out solutions to practical problems humans face daily.

About AAP

The Association of American Publishers is the national trade association of the U.S. book publishing industry. AAP’s more than 300 members include most of the major commercial
publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association’s highest priorities.

The 2011 R.R. Hawkins Award and PROSE Award for Excellence Winners

**R.R. Hawkins Award**
McGraw-Hill Professional
*The Diffusion Handbook: Applied Solutions for Engineers*
R.K. Michael Thambynayagam

**Award for Excellence in Humanities**
Cambridge University Press
*Byzantium in the Iconoclast Era, c. 680-850: A History*
Leslie Brubaker and John Haldon

**Award for Excellence in Social Sciences**
Yale University Press
*Representing Justice: Invention, Controversy, and Rights in City-States and Democratic Courtrooms*
Judith Resnik and Dennis E. Curtis

**Award for Excellence in Physical Sciences & Mathematics**
McGraw-Hill Professional
*The Diffusion Handbook: Applied Solutions for Engineers*
R.K. Michael Thambynayagam

**Award for Excellence in Biological & Life Sciences**
Princeton University Press
*Braintrust: What Neuroscience Tells Us about Morality*
Patricia S. Churchland

**Award for Excellence in Reference Works**
Princeton University Press
*The Crossley ID Guide: Eastern Birds*
Richard Crossley

**Archeology & Anthropology**
*Winner*
American School of Classical Studies at Athens
*Histories of Peirene: A Corinthian Fountain in Three Millennia*
Honorable Mention
Harvard University Press
The Evolution of the Human Head

Architecture & Urban Planning
Winner
The MIT Press
Pastoral Capitalism: A History of Suburban Corporate Landscapes

Honorable Mention
The MIT Press
Helvetica and the New York City Subway System: The True (Maybe) Story

Art History & Criticism
Winner
The Museum of Modern Art
de Kooning: A Retrospective

Honorable Mention
The MIT Press
Artists' Magazines: An Alternative Space for Art

The University of Chicago Press
Between Raphael and Galileo: Mutio Oddi and the Mathematical Culture of Late Renaissance Italy

The University of Chicago Press
The Controversy of Renaissance Art

Art Technique
Winner
Elsevier Science and Technology
Tradigital Blender: A CG Animator’s Guide to Applying the Classic Principles of Animation

Biography & Autobiography
Winner
Oxford University Press
Bismarck: A Life

Honorable Mention
Little, Brown and Company
Wonder Girl: The Magnificent Sporting Life of Babe Didrikson Zaharias

Stanford University Press
Ghosts of Revolution: Rekindled Memories of Imprisonment in Iran
The University of Chicago Press
Michael Polanyi and His Generation: Origins of the Social Construction of Science

**Biological Science**
*Winner*
Harvard University Press
*Field Notes on Science and Nature*

*Honorable Mention*
John Wiley & Sons
*Evolution: A Developmental Approach*

John Wiley & Sons

**Biomedicine & Neuroscience**
*Winner*
Princeton University Press
*Braintrust: What Neuroscience Tells Us about Morality*

*Honorable Mention*
John Wiley & Sons
*Epistemology of the Cell: A Systems Perspective on Biological Knowledge*

**Business, Finance & Management**
*Winner*
John Wiley & Sons
*Regulating Wall Street: The Dodd-Frank Act and the New Architecture of Global Finance*

*Honorable Mention*
The MIT Press
*Unlocking Energy Innovation: How America Can Build a Low-Cost, Low-Carbon Energy System*

**Chemistry & Physics**
*Winner*
John Wiley & Sons
*Synthetic Diamond Films: Preparation, Electrochemistry, Characterization, and Applications*

*Honorable Mention*
John Wiley & Sons
*Classics in Total Synthesis III: Further Targets, Strategies, Methods*

**Classics & Ancient History**
*Winner*
Cambridge University Press
*Sacred Violence*

*Honorable Mention*
Wiley-Blackwell
*Constantine: Dynasty, Religion and Power in the Later Roman Empire*

**Clinical Medicine**
*Winner*
Elsevier
*Diagnostic Imaging for the Emergency Physician*

*Honorable Mention*
Thieme Medical Publishers
*Encyclopedia of Body Sculpting After Massive Weight Loss*

Elsevier
*Imaging Painful Spine Disorders*

**Cosmology & Astronomy**
*Winner*
Cambridge University Press
*The Exoplanet Handbook*

*Honorable Mention*
Princeton University Press
*How Old is the Universe?*

**Earth Sciences**
*Winner*
The MIT Press
*The Fate of Greenland: Lessons from Abrupt Climate Change*

*Honorable Mention*
Yale University Press
*The Roof at the Bottom of the World: Discovering the Transantarctic Mountains*

Simon & Schuster/Scribner
*The Ripple Effect*

**Economics**
*Winner*
Cambridge University Press
*The Changing Body: Health, Nutrition, and Human Development in the Western World since 1700*
Honorable Mention
Elsevier Science and Technology
Handbook of the Economics of Education, Volume 4

Princeton University Press
Pillars of Prosperity: The Political Economics of Developmental Clusters

Princeton University Press
The Darwin Economy: Liberty, Competition, and the Common Good

Education
Winner
Getty Publications
Teaching in the Art Museum: Interpretation as Experience

Honorable Mention
Teachers College Press
Girl Time

Engineering & Technology
Winner
McGraw-Hill Professional
The Diffusion Handbook: Applied Solutions for Engineers

Honorable Mention
The MIT Press
Engineering Systems: Meeting Human Needs in a Complex Technological World

eProduct/Best in Biological & Life Sciences
Winner
McGraw-Hill Professional
AccessPediatrics

eProduct/Best in Humanities
Winner
University of Virginia Press
The Presidential Recordings of Lyndon B. Johnson, Digital Edition

eProduct/Best in Physical Sciences & Mathematics
Winner
American Chemical Society
C&EN Mobile

eProduct/Best in Social Sciences
Winner
Gale/Cengage Learning
Gale World Scholar: Latin America and the Caribbean

**eProduct/Best Multidiscipline Platform**
*Winner*
Elsevier
SciVerse Hub with SciVerse Applications Platform

**eProduct/Innovation in ePublishing**
*Winner*
Elsevier
SciVerse Hub with SciVerse Applications Platform

**European & World History**
*Winner*
Cambridge University Press
*Byzantium in the Iconoclast Era, c. 680-850: A History*

*Honorable Mention*
Harvard University Press
*Deng Xiaoping and the Transformation of China*

**Government & Politics**
*Winner*
Yale University Press
*Remedy and Reaction: The Peculiar American Struggle over Health Care Reform*

*Honorable Mention*
Oxford University Press
*A High Price: The Triumphs and Failures of Israeli Counterterrorism*

*Honorable Mention*
Princeton University Press
*Theories of International Politics and Zombies*

**Journals/Best New in Science, Technology & Medicine**
*Winner*
American Association for Cancer Research
*Cancer Discovery*

**Journal/Best New in Social Sciences and Humanities**
*Winner*
Palgrave Macmillan
*postmedieval: a journal of medieval cultural studies*

**Law & Legal Studies**
*Winner*
Yale University Press
*Representing Justice: Invention, Controversy, and Rights in City-States and Democratic Courtrooms*

*Honorable Mention*
Harvard University Press
*Justice for Hedgehogs*

Harvard University Press
*The Collapse of American Criminal Justice*

**Language & Linguistics**
*Winner*
Wiley-Blackwell
*Foundations of Voice Studies: An Interdisciplinary Approach to Voice Production and Perception*

**Literature**
*Winner*
Princeton University Press
*The Indignant Generation: A Narrative History of African American Writers and Critics, 1934-1960*

*Honorable Mention*
University of Toronto Press
*Don Quixote Among the Saracens: A Clash of Civilizations and Literary Genres*

The Johns Hopkins University Press
*Hart Crane’s Poetry: “Appollinaire lived in Paris, I live in Cleveland, Ohio”*

The Johns Hopkins University Press
*The Prodigious Muse: Women’s Writing in Counter-Reformation Italy*

**Mathematics**
*Winner*
John Wiley & Sons
*Statistics for Spatio-Temporal Data*

**Media & Cultural Studies**
*Winner*
The University of Chicago Press
*Mutants and Mystics: Science Fiction, Superhero Comics, and the Paranormal*

*Honorable Mention*
Louisiana State University Press
Daisy Petals and Mushroom Clouds: LBJ, Barry Goldwater, and the Ad that Changed American Politics

The University of Texas Press
Zaprudered: The Kennedy Assassination Film in Visual Culture

The University of Chicago Press
What’s Fair on the Air?: Cold War Right-Wing Broadcasting and the Public Interest

**Multivolume Reference/Humanities & Social Sciences**

**Winner**
Academic Press/Elsevier
Encyclopedia of Adolescence

**Honorable Mention**
Wiley-Blackwell
The Encyclopedia of Eastern Orthodox Christianity

**Multivolume Reference/Science**

**Winner**
Elsevier Science and Technology
Encyclopedia of Fish Physiology

**Music & the Performing Arts**

**Winner**
Yale University Press
Music for Silenced Voices: Shostakovich and His Fifteen Quartets

**Nursing & Allied Health Sciences**

**Winner**
Springer Publishing Company
The Growth and Development of Nurse Leaders

**Honorable Mention**
Oncology Nursing Society
Cancer Rehabilitation and Survivorship: Transdisciplinary Approaches to Personalized Care

**Philosophy**

**Winner**
Harvard University Press
The Ethical Project

**Honorable Mention**
Princeton University Press
A Book Forged in Hell
**Popular Science & Popular Mathematics**

*Winner*
Princeton University Press
*Avian Architecture: How Birds Design, Engineer, and Build*

*Honorable Mention*
The Johns Hopkins University Press
*Bats of the United States and Canada*

**Psychology**

*Winner*
The MIT Press
*When Johnny and Jane Come Marching Home: How All of Us Can Help Veterans*

*Honorable Mention*
Wiley-Blackwell
*Rationality and the Pursuit of Happiness: The Legacy of Albert Ellis*

Little, Brown and Company
Redirect: The Surprising New Science of Psychological Change

**Single Volume Reference/Humanities & Social Sciences**

*Winner*
CQ Press
*Cities in American Political History*

*Honorable Mention*
Wiley-Blackwell
*A Companion to Families in the Greek and Roman Worlds*

Oxford University Press
*The Oxford Companion to Beer*

**Single Volume Reference/Science**

*Winner*
Princeton University Press
*The Crossley ID Guide: Eastern Birds*

*Honorable Mention*
University of California Press
*Encyclopedia of Biological Invasions*

**Sociology & Social Work**

*Winner*
Princeton University Press
*Exceptional People: How Migration Shaped Our World and Will Define Our Future*
Honorable Mention
Scribner/Simon & Schuster
Popular Crime

Princeton University Press
Remaking the Heartland

Theology & Religious Studies
Winner
The University of Chicago Press
The Religious Question in Modern China

Honorable Mention
Georgetown University Press
Christanity in Evolution: An Exploration

Cambridge University Press
Food and Faith: A Theology of Eating

Princeton University Press
How Judaism Became a Religion

U.S. History
Winner
Oxford University Press
The Battle of Midway

Honorable Mention
Yale University Press
Black Gotham: A Family History of African Americans in Nineteenth-Century New York City

Little, Brown and Company
Harlem is Nowhere: A Journey to the Mecca of Black America