



Tyranny of the Textbook: An Insider Exposes How Educational Materials Undermine Reforms

Beverlee Jobrack

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Educational reforms and standards have been a topic of public debate for decades, with the latest go-round being the State Common Core Curriculum Standards. But time and again those reforms have failed, and each set of standards, no matter how new and different, has had little impact on improving student achievement. Why? The textbooks. Textbooks sell based on design and superficial features, not because they are based on the latest research on how children learn and how well they promote student achievement. In *Tyranny of the Textbook*, Beverlee Jobrack, retired from educational publishing, sheds light on why this happens. She gives an engaging and fascinating look behind-the-scenes of how K-12 textbooks are developed, written, adopted, and sold. And, perhaps most importantly, she clearly spells out how the system can change so that reforms and standards have a shot at finally being effective.

Did you know?

- Reform efforts have focused on writing and rewriting standards and tests, but these rarely have any effect on the core curriculum that is published.
- School districts and states don't use effectiveness as a criterion for evaluating and purchasing textbooks.
- Publishers don't offer textbooks with better content or the latest teaching methods because teachers don't want textbooks that require them to change their practices.
- Teachers report that they don't rely on a textbook in their class, but research shows that they do.
- Three companies publish 75 percent of the K-12 educational materials.
- Those three companies are producing similar programs with the same instructional strategies, none of which require teachers to change their practices significantly.
- Publishers write textbooks for California and Texas. All of the other markets have to make do with books only superficially adjusted for their states.



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William Mayer:

This *Tyranny of the Textbook: An Insider Exposes How Educational Materials Undermine Reforms* book is not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is usually information inside this reserve incredible fresh, you will get data which is getting deeper you actually read a lot of information you will get. That *Tyranny of the Textbook: An Insider Exposes How Educational Materials Undermine Reforms* without we comprehend teach the one who examining it become critical in thinking and analyzing. Don't always be worry *Tyranny of the Textbook: An Insider Exposes How Educational Materials Undermine Reforms* can bring whenever you are and not make your carrier space or bookshelves' grow to be full because you can have it within your lovely laptop even mobile phone. This *Tyranny of the Textbook: An Insider Exposes How Educational Materials Undermine Reforms* having very good arrangement in word and also layout, so you will not feel uninterested in reading.

Dena Jacobs:

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William Fields:

As a student exactly feel bored to help reading. If their teacher requested them to go to the library or make summary for some book, they are complained. Just minor students that has reading's internal or real their interest. They just do what the teacher want, like asked to go to the library. They go to there but nothing reading significantly. Any students feel that examining is not important, boring and can't see colorful images on there. Yeah, it is to get complicated. Book is very important in your case. As we know that on this period, many ways to get whatever we wish. Likewise word says, many ways to reach Chinese's country. So , this *Tyranny of the Textbook: An Insider Exposes How Educational Materials Undermine Reforms* can make you experience more interested to read.

Robert Ross:

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