

***Mathematical Reasoning*[™] Level E Receives
Dr. Toy Best Picks Children's Products Award**

*Book from The Critical Thinking Co.[™] Among the
"Best Picks for 2010"*

Seaside, California & North Bend, Oregon (October 18, 2010) – The Critical Thinking Co.[™], award-winning publisher of educational books and software for all ages, is proud to announce that *Mathematical Reasoning*[™] Level E has been named among Dr. Toy's Best Picks Children's Products for 2010.

Mathematical Reasoning[™] Level E, which is a complete curriculum for the fourth-grade level, is written to the standards of the National Council of Teachers of Mathematics. The book emphasizes problem solving and computation to build the math-reasoning skills necessary for success in higher-level math and math assessments and helps students devise strategies to solve a wide variety of math problems.

The highly effective activities take students far beyond drill-and-practice by using step-by-step, discussion-based problem solving to develop a conceptual bridge between computation and the reasoning required for upper-level math. Activities and units spiral slowly, allowing students to become comfortable with concepts but also challenging them to continue building their math skills.

Dr. Toy's Best Picks are chosen to complement the goal of consistent services to provide parents, grandparents, and teachers with the latest and best selections of products to help children learn, be creative, and physically active; plus provide consumers with more choices for home and classroom.

Stevanne Auerbach, Ph. D., aka Dr. Toy, has been evaluating and speaking about the power of play through toys and children's products for more than 40 years. She was a teacher and staff member of the U.S. Department of Education and the Office of Economic Opportunity, where she evaluated educational programs and developed a federal research program on child care. She founded the San Francisco International Toy Museum, the first "hands-on" toy museum.

Dr. Toy wants parents and teachers to have additional and timely guidance in finding and selecting the best toys and learning products that fit a variety of types of skills for each age.

Complete List of Critical Thinking Company[™] Awards:
www.criticalthinking.com/company/awards.jsp

Product Link: http://www.criticalthinking.com/series/069/index_p.jsp
Please contact us for high resolution artwork.

Pricing and Availability

The retail price of *Mathematical Reasoning*[™] Level E is \$39.99. The award-winner is now available and can be purchased at more than 1,800 specialty teacher and home-schooling retail stores, by calling 1-800-458-4849, or visiting www.criticalthinking.com.

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About The Critical Thinking Co.[™]

Since 1958, The Critical Thinking Co.[™] has been a recognized leader in teaching critical thinking skills. The company offers fun, easy-to-use products that develop a wide range of thinking skills and improve standards-based learning in reading, writing, math, science, and history. The company's award-winning books and software empower students with the problem-solving skills needed for success in school and in life. The Critical Thinking Co.[™] supplies educational materials to Sylvan Learning Centers, Club Z In-Home Tutoring, leading U.S. public high schools, and gifted & talented programs throughout the world. The Critical Thinking Co.[™] guarantees better grades and higher test scores, or your money back.

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