Technical Writing Edition Pfeiffer

The focus of this text is to teach engineering students the skill of technical writing. The book is unique in that it gets to the point, uses practical outlines throughout, and actually shows students how to produce the most common technical documents step-by-step. It also employs a laid-back approach that is focused on providing real-world information in a straightforward, easy-to-understand way. This book is part of McGraw-Hill's Best (Basic Engineering Series and Tools) Series, which consists of modularized textbooks covering virtually every topic and speciality likely to be presented in an introductory engineering course. These affordable Best modules are easily combined with each other to construct the ideal first-year course. Best texts are also easily customized to create a single text via both traditional and online customization options.

Annotation An engineer with experience in the automotive and chemical process industries, Budinski has compiled material he used to train new engineers and technicians in an attempt to get his co-workers to document their work in a reasonable manner. He does not focus on the mechanics of the English language, but on the types of documents that an average technical person will encounter in business, government, or industry. He also thinks that students with no technical background should be able to benefit from the tutorial. c. Book News Inc

The Water Dancer meets The Prophets in this spare, gripping, and beautifully rendered novel exploring love and friendship among a group of enslaved Black strivers in the mid-19th century. They call themselves the Stolen. Their owners call them captives. They are taught their captors' tongues and their beliefs but they have a language and rituals all their own. In a world that would be allegorical if it weren't saturated in harsh truths, Cato and William meet at Placid Hall, a plantation in an unspecified part of the American South. Subject to the whims of their tyrannical and eccentric captor, Cannonball Greene, they never know what harm may befall them: inhumane physical toil in the plantation's quarry by day, a beating by night, or the sale of a loved one at any moment. It's that cruel practice—the wanton destruction of love, the belief that Black people aren't even capable of loving—that hurts the most. It hurts the reserved and stubborn William, who finds himself falling for Margaret, a small but mighty woman with self-possession beyond her years. And it hurts Cato, whose first love, Iris, was sold off with no forewarning. He now finds solace in his hearty band of friends, including William, who is like a brother; Margaret; Little Zander; and Milton, a gifted artist. There is also Pandora, with thick braids and long limbs, whose beauty calls to him. Their relationships begin to fray when a visiting minister with a mysterious past starts to fill their heads with ideas about independence. He tells them that with freedom comes the right to choose the small things—when to dine, when to begin and end work—as well as the big things, such as whom and how to love. Do they follow the preacher and pursue the unknown? Confined in a landscape marked by deceit and uncertainty, who can they trust? In an elegant work of monumental imagination that will reorient how we think of the legacy of America's shameful past, Jabari Asim presents a beautiful, powerful, and elegiac novel that examines intimacy and longing in the quarters while asking a vital question: What would happen if an enslaved person risked everything for love?

New to this edition: Up-to-date information on on-line research and computer resources. A unique four-way access system enables users of the Handbook of Technical Writing to find what they need quickly and get on with the job of writing: 1. The hundreds of entries in the body of the Handbook are alphabetically arranged, so you can flip right to the topic at hand. Words and phrases in bold type provide cross-references to related entries. 2. The topical key groups alphabetical entries and page numbers under broader topic categories. This topical table of contents allows you to check broader subject areas for the specific topic you need. 3. The checklist of the writing process summarizes the opening essay on "Five Steps to Successful Writing" in checklist form with page references to related topics, making it easy to use the Handbook as a writing text. 4. The comprehensive index provides an exhaustive listing of related and commonly confused topics, so you can easily locate information even when you don't know the exact term you're looking for.

A Task-oriented Approach
Criterion-referenced Test Development
Writing Software Documentation
Active Training
Clear Technical Writing
Thoroughly revised and updated, this newly designed full color and streamlined 12th edition places special emphasis on up-to-the-minute coverage of ethics, global communication, and technology.
Presenting the first book that provides HR professionals with a context for understanding the importance of doing a proper job analysis together with a step-by-step guide to conducting such an analysis. This unique guide contains a series of eight ready-to-use templates that provide the basis for conducting job analyses for eight different levels of job families, from the entry-level to the senior manager/executive.
Comprehensive Clinical Psychology, Second Edition brings together important information in the field, making this reference a current state-of-the-art of contemporary research and discussion. The book covers foundational history, professional and training issues, clinical research considerations and methods, assessments and treatments for clinical conditions experienced across the lifespan, clinical considerations for diverse populations, and emerging trends and future directions. In addition, this new release focuses on key areas, such as the emergence of new professional and training issues, new research and statistical approaches to clinical psychology, changes to the manner in which various mental health conditions are conceptualized, and more. Readers will find this to be an ideal, one-stop, comprehensive resource in clinical psychology that is thoroughly modernized to include all recent advances in the field. Provides an update to this much-loved classic reference work with all the scientific advances of the past 20 years Presents comprehensive and authoritative articles on all aspects of clinical psychology Offers readers a 'one-stop' resource for access to a wealth of information that will fully support their research and activities Written by leading experts in psychology across the globe, thus ensuring the knowledge within is easily understood by, and applicable to, a large audience
There are some things which cannot be learned quickly, and time, which is all we have, must be paid heavily for their acquiring. They are the very simplest things, and because it takes a man's life to know them the little new that each man gets from life is very costly and the only heritage he has to leave. In the winter of 1933, Ernest Hemingway and his wife Pauline set out on a two-month safari in the big-game country of East Africa, camping out on the great Serengeti Plain at the foot of magnificent Mount Kilimanjaro. "I had quite a trip," the author told his friend Philip Percival, with characteristic understatement. Green Hills of Africa is Hemingway's account of that expedition, of what it taught him about Africa and himself. Richly evocative of the region's natural beauty, tremendously alive to its character, culture, and customs, and pregnant with a hard-won wisdom gained from the extraordinary situations it describes, it is widely held to be one of the twentieth century's classic travelogues.
A Handbook of Techniques, Designs, Case Examples and Tips
A Structured Approach for Developing Classroom and Computer-based Instructional Materials
e-Learning and the Science of Instruction
A Practical Approach
Pocket Book of Technical Writing for Engineers and Scientists
Since it was first published almost twenty years ago, Developing Technical Training has been a reliable resource for both new and seasoned training specialists. The third edition of this classic book outlines a systematic approach called the Instructional Systems Design (ISD) process that shows how to teach technical content defined as facts, concepts, processes, procedures, and principles. Whether you teach "hard" or "soft" skills, or design lessons for workbooks or computers, you will find the best training methods in this book. Using these techniques, you can create learning environments that will lead to the most efficient and effective acquisition of new knowledge and skills. Throughout the book, Clark defines each content type and illustrates how to implement the best instructional methods for delivery in either print or e-learning media.

This book offers an easy-to-use approach towards learning the fundamentals of technical writing. The author's writing style is user-friendly, and engages the reader by providing a comprehensive overview of current topics in technical writing. Chapter topics cover process in technical writing; ethics and globalism in the workplace; organizing information; page design; patterns of organization; process descriptions and instructions; letters, memos, and electronic communication; informal reports; formal reports; proposals and feasibility studies; graphics; oral communication; technical research; and style in technical writing. For professionals in the technical writing field.

Appropriate for technical writing courses. This unique introduction to technical writing teaches students the practical and valuable ABC model-Abstract, Body, Conclusion. The text immerses students in various case studies and projects featuring a fictitious Canadian company, much like a potential employer of college or university graduates. The new edition of Technical Communication continues to offer clear guidelines for all documents, annotated writing models, realistic assignments, and a writing and grammar handbook, allowing students to place themselves in professional roles and to respond to realistic technical writing challenges. Additionally, updated Instructor Supplements and Text Enrichment Site allow for a more comprehensive study of the Technical Communications field.

In this gripping memoir, Danuta (Soderman) Pfeiffer, known to millions as the former co-host of The 700 Club with Pat Robertson, explains her sudden disappearance from the evangelical world and explores her chaotic past living under her father's imposing shadow. This is a story of navigating identities through a remarkable life. Danuta Pfeiffer was an unwed teenage mother escaping to the tundra of Alaska: a journalist who inadvertently became a television evangelist with a ringside seat to a presidential campaign: a wife c aught in a web of deceit and substance abuse. Through it all, she clings to her father's legacy, sustained by his tales of fortitude and endurance when faced with the horrors of war. Finally, living happily as a winemaker in Oregon, she finds she must once more reinvent herself, when during a sojourn to the Carpathian Mountains of Poland she uncovers long-buried family secrets. Chiseled is the story of one woman brave enough to chip away at a life of lies and finally arrive at a shining core of truth."

Materialities of Communication
A Practical Guide to Job Analysis
Pocket Guide to Technical Presentations and Professional Speaking
A Practical Approach: Books a La Carte Edition
Technical Communication

Emphasizing the connection between writing and context, Technical Communication: A Practical Approach 8e uses a fictional company (M-Global) and students' own school and workplace settings to introduce the common genres of technical communication. Featuring numbered guidelines and an ABC format, the book shows how to write a variety of technical documents including business proposals, white papers, scripts, research reports, digital documents and more! This edition features earlier coverage of collaboration, more on software tools, expanded ABC formats, and the innovative MyTechCommLab website.

You love God. You long to know Him more intimately, to see Him face to face. Now is the time to dig deeper into the Scriptures, to see the Bible come alive for you: chapter by chapter, sentence by sentence, word by word. Written by forty-eight leading Bible scholars, this powerful handbook walks you through the entire text of the Old and New Testaments (primarily in the KJV). From the majestic Genesis account of all the Creator brought into being to Christ's words at the end of Revelation ('Yea, I come quickly...'), you'll find insights to help you wrap your heart and mind around God's Word in the pages of The Wycliffe Bible Commentary. INCLUDES BONUS MATERIAL: Commentary on Romans from The Moody Bible Commentary. Michael Vanlaningham, professor of New Testament at Moody Bible Institute, introduces Romans and then takes you through it verse-by-verse. Known as Paul's most thorough treatment on Christian doctrine, Romans explores sin, faith, and God's redemptive purposes for the world in Jesus. Familiarity with this famous letter is indispensable for growth and maturity in your Christian faith.

Comprehensive and truly accessible, Technical Communication guides students through planning, drafting, and designing the documents that will matter in their professional lives. Known for his student-friendly voice and eye for technology trends, Mike Markel addresses the realities of the digital workplace through fresh samples and cases, practical writing advice, and a companion Web site — TechComm Web — that continues to set the standard with content developed and maintained by the author. The text is also available in a convenient, affordable e-book format.

Criterion-Referenced Test Development is designed specifically for training professionals who need to better understand how to develop criterion-referenced tests (CRTs). This important resource offers step-by-step guidance for how to make and defend Level 2 testing decisions, how to write test questions and performance scales that match jobs, and how to show that those certified as ?masters? are truly masters. A comprehensive guide to the development and use of CRTs, the book provides information about a variety of topics, including different methods of test interpretations, test construction, item formats, test scoring, reliability and validation methods, test administration, a score reporting, as well as the legal and liability issues surrounding testing. New revisions include: Illustrative real-world examples. Issues of test security. Advice on the use of test creation software. Expanded sections on performance testing. Single administration techniques for calculating reliability. Updated legal and compliance guidelines. Order the third edition of this classic and comprehensive reference guide to the theory and practice of organizational tests today.
Wristwatches
Pocket Guide to Public Speaking
Green Hills of Africa
Microsoft Exchange 2010 PowerShell Cookbook
The Art of Friendly and Winning Persuasion

Thousands of students have successfully improved their writing and design skills using Anderson's TECHNICAL COMMUNICATION: A READER-CENTERED APPROACH. Known for its treatment of the rhetorical situation and coverage of usefulness and persuasion, this edition renews the focus on the reader-centered approach and includes new learning outcomes at the start of each chapter to help students gain more from their reading. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This brief and practical book offers immediate help in preparing and delivering all kinds of oral presentations. It covers the five elements of the speech process and includes guidelines, supporting examples, and practical exercises to reinforce the skills being learned. Chapter topics provide an overview of public speaking, and then outline the methodical process that is the key to effective speaking—research, organization, text, graphics, and delivery. For engineers, sales executives, human resources personnel, scientists, and anyone who wants to build confidence speaking in front of an audience.

This modern text outlines a simple solution for producing all forms of workplace communication-one that focuses on how to effectively plan, package and perfect oral and written communication. Its accessible, four-color design is illustrated with interesting scenarios and examples featuring real people, real communication challenges and real resolutions to those challenges. With its contemporary approach, it covers trends for electronic, hard-copy and oral communication and includes substantive illustrations that show before/after samples and writer annotations. Innovative end-of-chapter exercises are designed for a variety of learners and include degree-specific assignments that reinforce career-related communication techniques.

Part of the new Allyn & Bacon series in technical communication, Writing Software Documentation features a step-by-step strategy to writing and describing procedures. This task-oriented book is designed to support both college students taking a course and professionals working in the field. Teaching apparatus includes complete programs for students to work on and a full set of project tracking forms, as well as a broad range of examples including Windows-style pages and screens and award-winning examples from STC competitions.

Practical Strategies for Technical Communication
A Memoir of Identity, Duplicity, and Divine Wine
Comprehensive Clinical Psychology
A Novel
Engineers' Guide to Technical Writing
Manage and maintain your Microsoft Exchange 2010 environment with Windows PowerShell 2.0 and the Exchange Management Shell.

The Handbook of Technical Communication brings together a variety of topics which range from the role of technical media in human communication to the linguistic, multimodal enhancement of present-day technologies. It covers the area of computer-mediated text, voice and multimedia communication as well as of technical documentation. In doing so, the handbook takes professional and private communication into account. Special emphasis is put on technical communication by means of web 2.0 technologies and its standardization in system development. In summary, the handbook deals with theoretical issues of technical communication and its practical impact on the development and usage of text and speech technologies.

This book is designed to give quick access to the essentials of workplace writing. It is a guide to speed, organization, visual appeal, and correctness in 16 different kinds of documents as well as guidelines for special topics like graphics, speeches, and e-mails. For speed, this book gives you a 9-step process to write quickly and well. For organization, this book gives you a three-part structure to organize all documents. For visual appeal, this book has tips for using white space, lists, and headings. For correctness, an alphabetized handbook on style and grammar is included. - Publisher.

A Down-to-Earth Approach James Henslin shares the excitement of sociology in Essentials of Sociology: A Down-to-Earth Approach, 11/e. With his acclaimed "down-to-earth" approach and personal writing style, the author highlights the sociology of everyday life and its relevance to students' lives. With wit, personal reflection, and illuminating examples, Henslin stimulates students' sociological imagination so they can better perceive how the pieces of society fit together. In addition to this trademark down-to-earth approach, other distinctive features include: comparative perspectives, the globalization of capitalism, and visual presentations of sociology. MySocLab is an integral part of the Henslin learning program. Engaging

activities and assessments provide a teaching a learning system that helps students see the world through a sociological lens. With MySocLab, students can develop critical thinking skills through writing, explore real-world data through the new Social Explorer, and watch the latest entries in the Core Concept Video Series. Revel from Pearson is a new learning experience designed for the way today's students read, think, and learn. Revel redesigns familiar and respected course content and enriches it for today's students with new dynamic, rich-media interactives and assessments. The result is improved student engagement and improved learning. Revel for Henslin will be available for Fall 2014 classes. This program will provide a better teaching and learning experience-for you and your students. It: Personalizes Learning with MySocLab: MySocLab is an online homework, tutorial, and assessment program. It helps students prepare for class and instructor gauge individual and class performance. Explores a A Down-to-Earth Approach: This title highlights the sociology of everyday life and its relevance to students' lives. Improves Critical Thinking: Features throughout help build critical thinking skills. Understands Social Change: An important theme of the text, social change over time, examines what society was previously like, how it has changed, and what the implications are for the present and future. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase.

Technical Communication : a Practical Approach

Naamah

Politics in the age of Obama, Twitter and Trump

Technical Communication Fundamentals

History of a Century's Development

The essential e-learning design manual, updated with the latest research, design principles, and examples e-Learning and the Science of Instruction is the ultimate handbook for evidence-based e-learning design. Since the first edition of this book, e-learning has grown to account for at least 40% of all training delivery media. However, digital courses often fail to reach their potential for learning effectiveness and efficiency. This guide provides research-based guidelines on how best to present content with text, graphics, and audio as well as the conditions under which those guidelines are most effective. This updated fourth edition describes the guidelines, psychology, and applications for ways to improve learning through personalization techniques, coherence, animations, and a new chapter on evidence-based game design. The chapter on the Cognitive Theory of Multimedia Learning introduces three forms of cognitive load which are revisited throughout each chapter as the psychological basis for chapter principles. A new chapter on engagement in learning lays the groundwork for in-depth reviews of how to leverage worked examples, practice, online collaboration, and learner control to optimize learning. The updated instructor's materials include a syllabus, assignments, storyboard projects, and test items that you can adapt to your own course schedule and students. Co-authored by the most productive instructional research scientist in the world, Dr. Richard E. Mayer, this book distills copious e-learning research into a practical manual for improving learning through optimal design and delivery. Get up to date on the latest e-learning research Adopt best practices for communicating information effectively Use evidence-based techniques to engage your learners Replace popular instructional ideas, such as learning styles with evidence-based guidelines Apply evidence-based design techniques to optimize learning games e-Learning continues to grow as an alternative or adjunct to the classroom, and correspondingly, has become a focus among researchers in learning-related fields. New findings from research laboratories can inform the design and development of e-learning. However, much of this research published in technical journals is inaccessible to those who actually design e-learning material. By collecting the latest evidence into a single volume and translating the theoretical into the practical, e-Learning and the Science of Instruction has become an essential resource for consumers and designers of multimedia learning.

Active Training has become a classic book in the field of training and development and a standard text on graduate-level HRD programs. It turned instructional design on its head by shifting the emphasis away from the instructor and on to the learner. A lot has happened in the training field in the last 10 years since the previous edition was written and this new edition -- the third significant update in 25 years -- adds sections to comprehensively cover new learning technologies and applications, including social media, m-learning, and creating affordable media; addresses the evolving role of trainers, including onboarding, leading change, coaching managers, mentoring, internal consulting, and building teams; tackles new business realities and challenges, including doing more with less, globalization, and working with multi-generational workforces; and offers best practices for new trainer tasks, skills, and knowledge, including working with the C-suite, engaging and retaining employees, developing leaders, vendor management, and working with SMEs. Revisions include updated workplace examples, new and revised templates and worksheets, updated theory and research sections, and expanded guidelines on evaluating and training ROI, extending the value of training programs, and managing Active Training programs to show state-of-the art applications. What will continue to set these books apart is the relevance of dozens of new examples, the wisdom and impact of fresh practical tips, and the rigor and expertise supporting dozens of exercises and techniques.

The essays in this volume refers to an epistemological borderline, a stage of transition in Western thought. Within the academic field of the humanities, this transition can be described as a movement away from the identification of meaning toward problems concerning the conditions and forms of meaning-constitution.

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Emphasizing the connection between writing and context, Technical Communication: A Practical Approach 8e uses a fictional company (M-Global) and students' own school and workplace settings to introduce the common genres of technical communication. Featuring numbered guidelines and an ABC format, the book shows how to write a variety of technical documents including business proposals, white papers, scripts, research reports, digital documents and more! This edition features earlier coverage of collaboration, more on software tools, expanded ABC formats, and the innovative MyWritingLab for Technical Communication. 0133970531 / 9780133970531Technical Communication: A Practical Approach with NEW MyWritingLab with Pearson eText Access Card 8/e Package consists of: 0133970531 / 9780133970531 Technical Communication: A Practical Approach 0133933296 / 9780133933291 MyWritingLab Generic -- Glue in Access Card 013393330X / 9780133933307 MyWritingLab Generic -- Inside Star Sticker

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Handbook of Technical Communication

Handbook of Technical Writing

The Wycliffe Bible Commentary

Yonder

Technical Communication Fundamentals New Mytechcommlab With Pearson Extext Standalone Access Card

A handbook that promotes the art of good speaking, Pocket Guide to Technical Presentations provides basic guidelines that foster confidence. Up-to-date information in a simple, straightforward format-you will learn to speak competently, overcome anxiety, analyze the audience, research a topic, and to organize, illustrate, and deliver a professional-level talk. After a comprehensive and interesting overview about public speaking and technical presentations, this convenient pocket guide covers audience analysis, coping with anxiety, presentation organization, illustrating the presentation, graphics, delivery, evaluation, and adapting to different situations. Because of its convenient size, ease of use, and informative appendix, this guide is invaluable to those who need to present information from all walks of life: from students to trainer-facilitators to CEOs.

This book provides readers with an overview of proposal writing today—along with the issues that influence the resources and methods used to develop them. A focus on the real-world of business presents further insight and guidance in acquiring the basic skills, and some advanced, in creating any type of proposal. Chapter topics include marketing strategy, writing, graphics, sales letters and the executive summary, formal and informal documents, reviews, and editing. For the skilled professionals already in this field, affecting the bottom-line profit of their companies, seeking additional training or a valuable reference for producing persuasive and winning proposals.

Offers a narrative history of technical writing as a cultural practice and the system of scientific knowledge it controls.

This handy reference is ideal for anyone interested in improving business, technical and scientific writing. It contains samples of every major document type (resume', business letter, etc.) and showcases well-written documents that serve as "how to" guides so readers can model the organization, structure and tone in their own writing assignments. It emphasizes the writing process, the structure and design of writing, and related topics such as graphics and oral presentations. Alphabetized for easy reference, a writing handbook is also included for quick checks of grammar and spelling. Totally updated, this text provides a text-specific Companion Website with numerous activities includinginteractive editing and revision exercises.Provides models of 17 different types of communications. Offers helpful guidelines regarding other forms of communication skills that influence effective writing such as organization and speech. Discusses the explosion of electronic communication and provides format guidelines and samples of effective e-mail. Examines the role that writing plays in other communication arts such as graphics and oral presentations. Excellent resource for corporate training seminars in writing.

Proposal Writing

Pocket Guide to Technical Writing

Proven Guidelines for Consumers and Designers of Multimedia Learning

Technical Writing

A History of Science, Management, and Technical Writing

"A dreamy and transgressive feminist retelling of the Great Flood from the perspective of Noah's wife as she wrestles with the mysterious metaphysics of womanhood at the end of the world." —O, The Oprah Magazine With the coming of the Great Flood—the mother of all disasters—only one family was spared, drifting on an endless sea, waiting for the waters to subside. We know the story of Noah, moved by divine vision to launch their escape. Now, in a work of astounding invention, acclaimed writer Sarah Blake reclaims the story of his wife, Naamah, the matriarch who kept them alive. Here is the woman torn between faith and fury, lending her strength to her sons and their wives, caring for an unruly menagerie of restless creatures, silently mourning the lover she left behind. Here is the woman escaping into the unreceded waters, where a seductive angel tempts her to join a strange and haunted world. Here is the woman tormented by dreams and questions of her own—questions of service and self-determination, of history and memory, of the kindness or cruelty of fate. In fresh and modern language, Blake revisits the story of the Ark that rescued life on earth, and rediscovers the agonizing burdens endured by the woman at the heart of the story. Naamah is a parable for our time: a provocative fable of body, spirit, and resilience.

Technical Communication Fundamentals presents proven writing strategies in a format that is concise and easy to use. Designed for flexibility, the book is supported by MyTechCommLab, which provides 90 model documents, 50 interactive documents, tutorials, activities, and case studies all on The Web! Using numbered guidelines, an ABC format and annotated samples, the book immerses students in the process of technical writing, while teaching practical formats for getting the job done.

In Practical Strategies for Technical Communication, Mike Markel gives students the essentials they'll need to communicate successfully in today's workplace. The book offers concise and accessible yet thorough coverage of audience and purpose, research, style, and document design, and strategies for designing all of the major document types. For the second edition, Markel has worked with organizations to choose sample documents and annotate them with insights and advice from the employees who developed them. Throughout the text, a new set of engaging graphics provides visual explanations of key concepts.

From Barack Obama's former communications director comes a colourful account of how politics, the media, and the internet changed during the Obama presidency and how Democrats can fight back in the Trump era. The 'Decade of Obama' (2007—2017) was one of massive change that rewrote the rules of politics in ways that are only now beginning to be understood. Which is why all pundits got the 2016 presidential election wrong? Yes We (Still) Can looks at how Obama navigated the forces that allowed Trump to win the White House, becoming one of the most consequential presidents in American history, why Trump surprised everyone, and how Democrats can come out on top in the long run. Part political memoir, part blueprint for progressives in the Trump era, Yes We (Still) Can is an insider's take on the crazy politics of our time. Pfeiffer, one of Barack Obama's longest-serving advisors, reveals never-before-told stories ranging from Obama's presidential campaigns to his time in the White House, providing readers with an in-depth, behind-the-scenes look at life on the front line of politics.

Chiseled

Developing Technical Training

Planning, Packaging, and Perfecting Communication

Technical and Legal Guidelines for Corporate Training

Workplace Writing