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For courses in Technical Writing, Business Communication, and Professional Writing. Technical Writing: Process and Product guides students through the entire writing process prewriting, writing, and rewriting developing an easy-to-use, step-by-step technique for writing the types of documents they'll encounter on the job. The authors' student-friendly style engages students in the writing process and encourages hands-on application as well as discussions about ethics, audience identification, electronic communication, and the role of technical writing in the workplace.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Technical Communication: Process and Product, 8e by Sharon J. Gerson and Steven M. Gerson, provides a proven, complete methodology that emphasizes the writing process and shows how it applies to both oral and written communication. With an emphasis on real people and their technical communication, it provides complete coverage of communication channels, ethics, and technological advances. This edition includes information on dispersed teams, collaboration tools, listening skills, and social networking. Using before/after documents, authentic writing samples and skill-building assignments, the book provides a balance of how-to instruction with real-world modeling to address the needs of an evolving workplace.

For courses in Technical Communication. This version of Technical Communication: Process and Product has been updated to reflect the 8th Edition of the MLA Handbook (April 2016)\* A focus on oral and written correspondence in all fields Technical Communication: Process and Product shows students how to produce all forms of written and oral technical communication with easy-to-follow instructions. Interesting scenarios and examples featuring real people on the job make the text relatable to students of all majors. The Ninth Edition builds upon the authors' proven methodology, emphasizes the writing process, and shows students how it applies to both written and oral communication. By showcasing real employees in communication scenarios across a wide range of disciplines - from engineering, to consulting, banking, construction, and biotechnology - the authors showcase the importance of strong communication skills within every field. \* The 8th Edition introduces sweeping changes to the philosophy and details of MLA works cited entries. Responding to the "increasing mobility of texts," MLA

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now encourages writers to focus on the process of crafting the citation, beginning with the same questions for any source. These changes, then, align with current best practices in the teaching of writing which privilege inquiry and critical thinking over rote recall and rule-following.

For courses in technical communication, technical writing, business communication, and business writing. *Technical Communication: Process and Product, 8e* by Sharon J. Gerson and Steven M. Gerson, provides a proven, complete methodology that emphasizes the writing process and shows how it applies to both oral and written communication. With an emphasis on real people and their technical communication, it provides complete coverage of communication channels, ethics, and technological advances. This edition includes information on dispersed teams, collaboration tools, listening skills, and social networking. Using before/after documents, authentic writing samples and skill-building assignments, the book provides a balance of how-to instruction with real-world modeling to address the needs of an evolving workplace.

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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.

Emphasizes the writing process and gives readers a sound introduction to workplace communication. Unique in approach, the book is shorter than most, devoting coverage to all major topics of professional communication in an accessible and flexible style. Each chapter opens with real-life scenarios, offers before and after writing samples, includes writer's reflections and ends with application and learning exercises. Emphasizes how to transform thoughts and ideas into meaningful communications. Includes insights into why writers make certain

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communication decisions regarding word usage, organization, layout and tone. Emphasizes the importance of self-assessment, decision making, and techniques for solving writing-related problems. Includes information on blogs, instant messaging, Web sites, online help, email etc. A valid communication resource for all employees in any workplace.

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