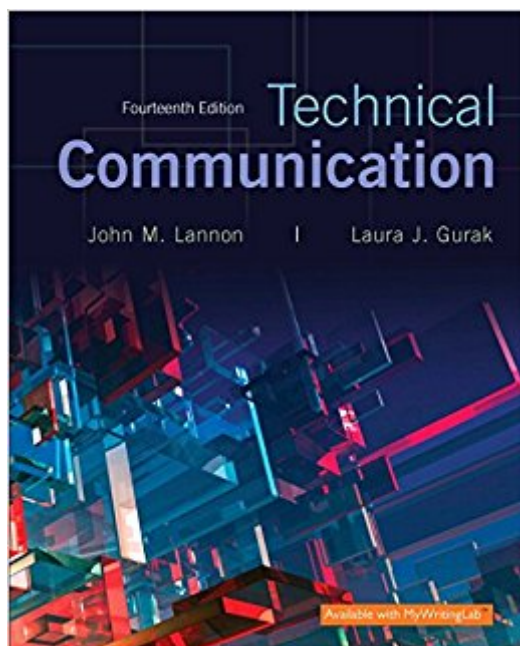


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Technical Communication (14th Edition)



Synopsis

For courses in Technical Communication. Comprehensive, user-friendly instruction in workplace writing, technical communication, business writing Today's employees are tasked with writing documents such as emails, memos, letters, and informal reports, as well as more complex forms of communications such as formal reports, proposals, web pages, and presentations. Technical Communication, Fourteenth Edition builds upon the authority of the previous editions by clearly guiding students to write documents persuasively, effectively, and with an eye towards technological innovations and global communications. It incorporates the interpersonal, logical, ethical, and cultural demands of these different forms of workplace communications and provides students with the necessary skills to navigate these nuisances. Building on research and writing skills and touching on the importance of ethics, the authors prepare students for technical writing in any field. Also available with MyWritingLab, MyWritingLab is an online homework, tutorial, and assessment program designed to work with this text to engage readers and improve results. Within its structured environment, readers practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. In addition to the full eText, activities directly from the text are available within MyWritingLab. These include the written assignments, readings from the text, review exercises and more. Note: You are purchasing a standalone product; MyWritingLab does not come packaged with this content. Students, if interested in purchasing this title with MyWritingLab, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and MyWritingLab, search for: 0134271955 / 9780134271958 Technical Communication Plus MyWritingLab with Pearson eText Access Card Package Package consists of: 0133944131 / 9780133944136 MyWritingLab with Pearson eText Access Card 013394414X / 9780133944143 MyWritingLab with Pearson eText Inside Star Sticker 0134118499 / 9780134118499 Technical Communication

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Customer Reviews

John Lannon is Professor Emeritus and former Director of Writing at the University of Massachusetts Dartmouth, where he developed the undergraduate major in professional writing and later co-developed the M.A. program in professional writing. He has also taught at Cape Cod Community College, University of Idaho, Southern Vermont College, and University of Strasbourg. He has authored and coauthored five major textbooks in business communication, rhetoric, and technical communication, book reviews, filmstrips, and environmental documents and instructional software. He is the recipient of an NDEA Fellowship and Fulbright Lectureship. He holds a B.S., M.A. and Ph.D. from the University of Massachusetts Amherst. His initial training and work was in biomedical science and technology with the USAF. He has served as a communications consultant for various companies and government institutions. He worked seven years in medical laboratories.

Laura J. Gurak is professor and founding chair of the Department of Writing Studies at the University of Minnesota, where she teaches courses in technical writing and digital communication. She holds an M.S. in technical communication and a Ph.D. in communication and rhetoric from Rensselaer Polytechnic Institute. She is author of two books from Yale University Press, one of which was the first book-length study of online social actions. Gurak is also co-editor of several edited collections and author on numerous conference presentations and papers. She is a recipient of the Society for Technical Communication's Outstanding Article award. Gurak has authored and coauthored five textbooks in technical communication published by Pearson. She has worked as a software developer, technical writer, and communications consultant for various companies and organizations.

I love this item. Just what I needed.

Great

Good condition. Some highlighter marks but no pens or pencils. Definitely worth it for the money I saved.

Not a three hole punch as stated in the listing. It has two hole punch. I did not realize that a binder did not come with it but It will fit in a regular binder just missing the third hole.

This textbook was Easy to Read and Well Organized! It is full of helpful information, and I wish I had purchased it for future reference rather than renting.

My daughter in college says this text helps her a great deal in her college course.

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