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John Kirkman draws from his many years of experience lecturing on communication studies in Europe, the USA, the Middle East and Hong Kong, both in academic programmes and in courses for large companies, research centres and government departments. Good Style has become a standard reference book on the shelf of students of science, technology and computing and is an essential aid to all professionals whose work involves writing of reports, papers, guides, manuals or on-screen texts. This new edition also includes information on writing for the web and additional examples of how to express medical and life-science information. Grammar, Punctuation, and Capitalization A Handbook for Technical Writers and Editors Technical Writing For Dummies** John Wiley & Sons **Let's face it, a lot of technical documentation reads as if it had been translated into English from Venutian by a native speaker of gibberish. Which is annoying for you and expensive for the manufacturer who pays with alienated customers and soaring technical support costs. That's why good technical writers are in such big demand worldwide. Now, Technical Writing For Dummies arms you with the skills you need to cash in on that demand. Whether you're contemplating a career as a technical writer, or you just got tapped for a technical writing project, this friendly guide is your ticket to getting your tech writing skills up to snuff. It shows you step-by-step how to: Research and organize information for your documents Plan your project in a technical brief Fine-tune and polish your writing Work collaboratively with your reviewers Create great user manuals, awesome abstracts, and more Write first-rate electronic documentation Write computer- and Web-based training courses Discover how to write energized technical documents that have the impact you want on your readers. Wordsmith Sheryl Lindsell-Roberts covers all the bases, including: All about the red-hot market for technical writing and how to get work as a technical writer The ABCs of creating a strong technical document, including preparing a production schedule, brainstorming, outlining, drafting, editing, rewriting, testing, presentation, and more Types of technical documents, including user manuals, abstracts, spec sheets, evaluation forms and questionnaires, executive summaries, and presentations Writing for the Internet—covers doing research online, creating multimedia documents, developing computer-based training and Web-based training, and writing online help Combining examples, practical advice, and priceless insider tips on how to write whiz-bang technical documents, Technical Writing For Dummies is an indispensable resource for newcomers to technical writing and pros looking for new ideas to advance their careers. Improve Your Writing Skills: Powerful Techniques Toward Mastering Writing** Lulu Press, Inc **Improve Your Writing Skills: Powerful Techniques toward Mastering Writing by award winning writer Cathy Wilson, is a take-action introductory guide, delivering the tools you need to write better. Improving your writing skills, offers simple practical solutions to help you develop the techniques to achieve your personal writing goals. Wilson knows if you are serious about MASTERING the skills of writing, you've gotta commit to opening your mind, always gathering new information, and purposefully looking for the latest tips, tricks, and proven strategies, to transform your writing fantabulous! SNEAK PEAK INSIDE THIS SELF-HELP GUIDE EXTRAORDINAIRE... *Technical Writing Explained... *Beginner Writing Tips, Tricks, And Strategies Uncovered *How to Make Serious Money with Your Magical Fingers *Solutions to Common Writing Issues *Top Secret Tips on How to Write A Non-Fiction E-Book Fast *Proven Strategies to Sell Your Writing *How to Create a Plan to Manage Your Writing Time Let's get started! Microsoft Manual of Style** Pearson Education **Maximize the impact and precision of your message! Now in its fourth edition, the Microsoft Manual of Style provides essential guidance to content creators, journalists, technical writers, editors, and everyone else who writes about computer technology. Direct from the Editorial Style Board at Microsoft—you get a comprehensive glossary of both general technology terms and those specific to Microsoft; clear, concise usage and style guidelines with helpful examples and alternatives; guidance on grammar, tone, and voice; and best practices for writing content for the web, optimizing for accessibility, and communicating to a worldwide audience. Fully updated and optimized for ease of use, the Microsoft Manual of Style is designed to help you communicate clearly, consistently, and accurately about technical topics—across a range of audiences and media. Clean, Well-Lighted Sentences: A Guide to Avoiding the Most Common Errors in Grammar and Punctuation** W. W. Norton & Company **A lighthearted and succinct guide to common errors in American sentence structure comprehensively explains grammar and usage problems while revealing the "dos and don'ts" of punctuation, in a guide that complements each chapter with a reinforcing quiz. 13,000 first printing. The IEEE Guide to Writing in the Engineering and Technical Fields** John Wiley & Sons **Helps both engineers and students improve their writing skills by learning to analyze target audience, tone, and purpose in order to effectively write technical documents This book introduces students and practicing engineers to all the components of writing in the workplace. It teaches readers how considerations of audience and purpose govern the structure of their documents within particular work settings. The IEEE Guide to Writing in the Engineering and Technical Fields is broken up into two sections: "Writing in Engineering Organizations" and "What Can You Do With Writing?" The first section helps readers approach their writing in a logical and persuasive way as well as analyze their purpose for writing. The second section demonstrates how to distinguish rhetorical situations and the generic forms to inform, train, persuade, and collaborate. The emergence of the global workplace has brought with it an increasingly important role for effective technical communication. Engineers more often need to work in cross-functional teams with people in different disciplines, in different countries, and in different parts of the world. Engineers must know how to communication in a rapidly evolving global environment, as both practitioners of global English and developers of technical documents. Effective communication is critical in these settings. The IEEE Guide to Writing in the Engineering and Technical Fields Addresses the increasing demand for technical writing courses geared toward engineers Allows readers to perfect their writing skills in order to present knowledge and ideas to clients, government, and general public Covers topics most important to the working engineer, and includes sample documents Includes a companion website that offers engineering documents based on real projects The IEEE Guide to Engineering Communication is a handbook developed specifically for engineers and engineering students. Using an argumentation framework, the handbook presents information about forms of engineering communication in a clear and accessible format. This book introduces both forms that are characteristic of the engineering workplace and principles of logic and rhetoric that underlie these forms. As a result, students and practicing engineers can improve their writing in any situation they encounter, because they can use these principles to analyze audience, purpose, tone, and form. Business Writing For Dummies** John Wiley & Sons **How many pieces of paper land on your desk each day, or emailsin your inbox? Your readers – the people you communicate withat work – are no different. So how can you make your communication stand out from the pileand get the job done? Whether you're crafting a short andsweet email or bidding for a crucial project, Business WritingFor Dummies is the only guide you need. Inside you'llfind: The basic principles of how to write well How to avoid the common pitfalls that immediately turn a readeroff Crucial tips for self-editing and revision techniques toheighten your impact Lots of practical advice and examples covering a range ofdifferent types of communication, including emails, letters, majorbusiness documents such as reports and proposals, promotionalmaterials, web copy and blogs - even tweets The global touch - understand the key differences in writtencommunication around the world, and how to tailor your writing forinternational audiences Handbook of Technical Writing** St. Martin's Press **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. Technical Writing A Practical Guide for Engineers, Scientists, and Nontechnical Professionals, Second Edition** CRC Press **Technical Writing: A Practical Guide for Engineers, Scientists, and Nontechnical Professionals, Second Edition enables readers to write, edit, and publish materials of a technical nature, including books, articles, reports, and electronic media. Written by a renowned engineer and widely published technical author, this guide complements traditional writer's reference manuals on technical writing through presentation of first-hand examples that help readers understand practical considerations in writing and producing technical content. These examples illustrate how a publication originates as well as various challenges and solutions. The second edition contains new material in every chapter including new topics, additional examples, insights, tips and tricks, new vignettes and more exercises. Appendices have been added for writing checklists and writing samples. The references and glossary have been updated and expanded. In addition, a focus on writing for the nontechnical persons working in the technology world and the nonnative English speaker has been incorporated. Written in an informal, conversational style, unlike traditional college writing texts, the book also contains many interesting vignettes and personal stories to add interest to otherwise stodgy lessons. Technical Writing Process The Simple, Five-step Guide That Can Be Used to Create Almost Any Piece of Technical Documentation Such As User Guide, Manual Or Procedure** Technical Writing Process **"Plan, structure, write, review, publish"--Cover. Technical Writing 101 A Real-world Guide to Planning and Writing Technical Documentation** Scriptorium Publishing **The Insider's Guide to Technical Writing** XML Press **Every complex product needs to be explained to its users, and technical writers, also known as technical communicators, are the ones who do that job. A growing field, technical writing requires multiple skills, including an understanding of technology, writing ability, and great people skills. Whether you're thinking of becoming a technical writer, just starting out, or you've been working for a while and feel the need to take your skills to the next level, The Insider's Guide to Technical Writing can help you be a successful technical writer and build a**

satisfying career. Inside the Book Is This Job for Me? What does it take to be a technical writer? Building the Foundation: What skills and tools do you need to get started? The Best Laid Plans: How do you create a schedule that won't make you go crazy? How do you manage different development processes, including Agile methodologies? On the Job: What does it take to walk into a job and be productive right away? The Tech Writer Toolkit: How do you create style guides, indexes, templates and layouts? How do you manage localization and translation and all the other non-writing parts of the job? I Love My Job: How do you handle the ups and downs of being a technical writer? Appendixes: References to websites, books, and other resources to keep you learning. Index The Elements of Style e-artnow The Elements of Style William Strunk concentrated on specific questions of usage—and the cultivation of good writing—with the recommendation "Make every word tell"; hence the 17th principle of composition is the simple instruction: "Omit needless words." The book was also listed as one of the 100 best and most influential books written in English since 1923 by Time in its 2011 list. Developing Writing Skills in Spanish Routledge Developing Writing Skills in Spanish provides intermediate and advanced level students with the necessary skills to become competent and confident writers in the Spanish language. With a focus on writing as a craft, Developing Writing Skills in Spanish offers a rich selection of original materials including narrative texts, expository essays, opinion pieces and newspaper articles. Each chapter covers a specific kind of writing and is designed to help tackle the material in small units. The book aids students in crafting clear, coherent and cohesive manuscripts by means of guided practice and step-by-step activities. Key features: Guidance on how to structure a variety of texts: narrative, descriptive, expository, argumentative, academic, journalistic, legal and scientific. Sequenced exercises on style, writing conventions, word choice, syntax and grammar. Reference lists and tables with specialized vocabulary, transition words and other useful expressions. Strategies and tips for planning manuscripts, brainstorming ideas, vocabulary enrichment, editing and proofreading. Includes original samples, as well as fragments from newspapers, well-known literary works and essays by notable Hispanic authors and journalists. Website with additional activities to reinforce the content of each chapter and a teacher's guide with valuable support materials at: www.developingwritingskills.com Designed as a classroom text, self-study material or simply as a resource on writing, Developing Writing Skills in Spanish is the ideal supplement for all intermediate to advanced students of Spanish. Technical Communication Macmillan 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. Untechnical Writing How to Write about Technical Subjects and Products So Anyone Can Understand Untechnical Press No other book can better prepare you to work as a writer in the technical world, to write better about technology for a nontechnical audience, or to understand how the ever-more-inportant writer can help fill the technology gap between the knows and know-nots. Book jacket. HBR Guide to Better Business Writing (HBR Guide Series) Harvard Business Review Press DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: • Push past writer's block • Grab—and keep—readers' attention • Earn credibility with tough audiences • Trim the fat from your writing • Strike the right tone • Brush up on grammar, punctuation, and usage Writing Successfully in Science Routledge "Writing Successfully in Science" pays particular attention to the needs of scientists whose first language is not English, explaining how to avoid the main pitfalls of English grammar and how to present work in a clear and logical fashion. It combines practical tips for the first-time writer with useful instructions for experienced contributors wishing to improve their technique A Guide to Customer Service Skills for the Service Desk Professional Cengage Learning A GUIDE TO CUSTOMER SERVICE SKILLS FOR THE SERVICE DESK PROFESSIONAL, the definitive service desk text now available in a fully revised fourth edition, teaches technical professionals the skills and work habits needed to successfully interact with customers and achieve job satisfaction. Each chapter describes a specific business skill, soft skill, or self-management skill required to deliver effective technical customer support while providing proven, how-to techniques for mastering that skill. Research and references have been updated in each chapter, and the latest ITIL vocabulary and concepts are reflected throughout the text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. The Art of Failure An Essay on the Pain of Playing Video Games MIT Press An exploration of why we play video games despite the fact that we are almost certain to feel unhappy when we fail at them. We may think of video games as being "fun," but in The Art of Failure, Jesper Juul claims that this is almost entirely mistaken. When we play video games, our facial expressions are rarely those of happiness or bliss. Instead, we frown, grimace, and shout in frustration as we lose, or die, or fail to advance to the next level. Humans may have a fundamental desire to succeed and feel competent, but game players choose to engage in an activity in which they are nearly certain to fail and feel incompetent. So why do we play video games even though they make us unhappy? Juul examines this paradox. In video games, as in tragic works of art, literature, theater, and cinema, it seems that we want to experience unpleasantness even if we also dislike it. Reader or audience reaction to tragedy is often explained as catharsis, as a purging of negative emotions. But, Juul points out, this doesn't seem to be the case for video game players. Games do not purge us of unpleasant emotions; they produce them in the first place. What, then, does failure in video game playing do? Juul argues that failure in a game is unique in that when you fail in a game, you (not a character) are in some way inadequate. Yet games also motivate us to play more, in order to escape that inadequacy, and the feeling of escaping failure (often by improving skills) is a central enjoyment of games. Games, writes Juul, are the art of failure: the singular art form that sets us up for failure and allows us to experience it and experiment with it. The Art of Failure is essential reading for anyone interested in video games, whether as entertainment, art, or education. Strategies for Business and Technical Writing Longman Publishing Group sHORT RETAIL DESCRIPTION: A must-have reference book for business and technical writers of any level,Strategies for Business and Technical Writing will help you plan, organize, create, and polish your writing. You know the ability to communicate effectively both in person and on paper will help you advance in your career-the selections in this book will help you write effective letters, reports, memos, resumes, and other professional documents. The new edition features helpful models, tips, and advice from top experts, including David V. Lewis,Making Your Correspondence Get Results, The Royal Bank of Canada,Letters That Sell, Vincent Vinci,Ten Report Writing Pitfalls: How to Avoid Them, and Sheryl Lindsell-Roberts,Ten Ways to Make Your Technical Documents Shout "Read Me!" Whether you are a student, or seasoned professional, this book will help you plan, create, and improve your business and technical writing. Readings, advice, and models from top experts to help writers improve their technical and business writing skills. Correspondence, ethics, proposals, email, reports, memos, letters, resumes, business writing, technical writing, business communication, technical communication. Mind Tools for Managers 100 Ways to be a Better Boss John Wiley & Sons The manager's must-have guide to excelling in all aspects of the job Mind Tools for Managers helps new and experienced leaders develop the skills they need to be more effective in everything they do. It brings together the 100 most important leadership skills—as voted for by 15,000 managers and professionals worldwide—into a single volume, providing an easy-access solutions manual for people wanting to be the best manager they can be. Each chapter details a related group of skills, providing links to additional resources as needed, plus the tools you need to put ideas into practice. Read beginning-to-end, this guide provides a crash course on the essential skills of any effective manager; used as a reference, its clear organization allows you to find the solution you need quickly and easily. Success in a leadership position comes from results, and results come from the effective coordination of often competing needs: your organization, your client, your team, and your projects. These all demand time, attention, and energy, and keeping everything running smoothly while making the important decisions is a lot to handle. This book shows you how to manage it all, and manage it well, with practical wisdom and expert guidance. Build your ideal team and keep them motivated Make better decisions and boost your strategy game Manage both time and stress to get more done with less Master effective communication, facilitate innovation, and much more Managers wear many hats and often operate under a tremendously diverse set of job duties. Delegation, prioritization, strategy, decision making, communication, problem solving, creativity, time management, project management and stress management are all part of your domain. Mind Tools for Managers helps you take control and get the best out of your team, your time, and yourself. Negotiating for Success: Essential Strategies and Skills Van Rye Publishing, LLC We all negotiate on a daily basis. We negotiate with our spouses, children, parents, and friends. We negotiate when we rent an apartment, buy a car, purchase a house, and apply for a job. Your ability to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers, customers, and other stakeholders. Contracting capability—the ability to negotiate and perform successful contracts—is the most important function in any organization. This book is designed to help you achieve success in your personal negotiations and in your business transactions. The book is unique in two ways. First, the book not only covers negotiation concepts, but also provides practical actions you can take in future negotiations. This includes a Negotiation Planning Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you can use to assess your negotiation style; (2) examples of "decision trees," which are useful in calculating your alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your negotiations based on your reservation price, stretch goal, most-likely target, and zone of potential agreement; (5) clear guidelines on ethical standards that apply to negotiations; (6) factors to consider when deciding whether you should negotiate through an agent; (7) psychological tools you can use in negotiations—and traps to avoid when the other side uses them; (8) key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is unique in its holistic approach to the negotiation process. Other books often focus narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process is not divided into independent phases. What happens during a negotiation has a profound impact on the contract and on the performance that follows. The contract's legal content should reflect the realities of what happened at the bargaining table and the performance that is to follow. This book, in contrast to others, covers the entire negotiation process in chronological order beginning with your decision to negotiate and continuing through the evaluation of your performance as a negotiator. A business executive in one of the negotiation seminars the author teaches as a University of Michigan professor summarized negotiation as follows: "Life is negotiation!" No one ever stated it better. As a mother with young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a roadmap you can use when navigating through your life as a negotiator. Hello Web App Learn How to Build a Web App. Your Next Side Project. Your Next Lifestyle Business. Your Next Startup.g Learn how to code web apps and get on the path to building your next side project, your lifestyle business, or your startup.Hello Web App is written for non-programmers by a designer, and will walk you through every step you need before launching your web app live to real customers. No jargon, using simple and friendly language.This book doesn't walk you

through a specific tutorial, but instead uses a generic example (a "collection of things") to allow you to create something that interests you. A blog is a collection of posts, a store is a collection of products, a directory is a collection of people. The possibilities are endless!Learn by doing--creating a project unique to you while teaching yourself how to build a web app. The Miracle of Language Simon and Schuster Master verbalist Richard Lederer, America's "Wizard of Idiom" (Denver Post), presents a love letter to the most glorious of human achievements... Welcome to Richard Lederer's beguiling celebration of language -- of our ability to utter, write, and receive words. No purists need stop here. Mr. Lederer is no linguistic sheriff organizing posses to hunt down and string up language offenders. Instead, join him "In Praise of English," and discover why the tongue described in Shakespeare's day as "of small reatch" has become the most widely spoken language in history: English never rejects a word because of race, creed, or national origin. Did you know that jukebox comes from Gullah and canoe from Haitian Creole? Many of our greatest writers have invented words and bequeathed new expressions to our eveyday conversations. Can you imagine making up almost ten percent of our written vocabulary? Scholars now know that William Shakespeare did just that! He also points out the pitfalls and pratfalls of English. If a man mans a station, what does a woman do? In the "The Department of Redundancy Department," "Is English Prejudiced?" and other essays, Richard Lederer urges us not to abandon that which makes us human: the capacity to distinguish, discriminate, compare, and evaluate. Suggestions to Medical Authors and A.M.A. Style Book With a Guide to Abbreviation of Bibliographic References ; for the Guidance of Authors, Editors, Compositors, and Proofreaders Learning How to Learn How to Succeed in School Without Spending All Your Time Studying; A Guide for Kids and Teens Penguin A surprisingly simple way for students to master any subject--based on one of the world's most popular online courses and the bestselling book A Mind for Numbers A Mind for Numbers and its wildly popular online companion course "Learning How to Learn" have empowered more than two million learners of all ages from around the world to master subjects that they once struggled with. Fans often wish they'd discovered these learning strategies earlier and ask how they can help their kids master these skills as well. Now in this new book for kids and teens, the authors reveal how to make the most of time spent studying. We all have the tools to learn what might not seem to come naturally to us at first--the secret is to understand how the brain works so we can unlock its power. This book explains: • Why sometimes letting your mind wander is an important part of the learning process • How to avoid "rut think" in order to think outside the box • Why having a poor memory can be a good thing • The value of metaphors in developing understanding • A simple, yet powerful, way to stop procrastinating Filled with illustrations, application questions, and exercises, this book makes learning easy and fun. Managing Your Documentation Projects Wiley Practical, authoritative, and the first comprehensive guide tomanaging every phase of your publication project. The only bookdevoted exclusively to technical publication project management,Managing Your Documentation Projects arms you with provenstrategies and techniques for producing high-quality, extremelyusable documentation, while cutting cost and time-to-market. Dr.JoAnn T. Hackos, a top documentation design and project managementconsultant to major corporations, including IBM andHewlett-Packard, shares with you the fruit of her more than 15years of experience in the field. She gives you: * Clear-cut, rational guidelines to managing every phase of theproject from planning and development, through production,distribution, and project evaluation * Scores of usable templates, checklists, summaries, andforms * Dozens of real-life case studies and scenarios taken from theauthor's extensive experience at top corporations * Techniques applicable to virtually all fields ofdocumentation Managing Your Documentation Projects was designed to function as acomprehensive guide for new managers and a daily tool of survivalfor veterans. It is also an invaluable resource for technicalwriters, editors, graphic designers, consultants, and anyone calledupon to produce high-quality technical documentation on time andwithin budget. JOANN T. HACKOS, PhD, is President of ComtechServices, Inc., an information/design firm in Denver, Colorado andSan Jose, California. She is also president of JoAnn Hackos &Associates, Inc., a strategic planning and management consultingfirm. In 1993, she served as president of the Society for TechnicalCommunication (STC) and is a frequent conference keynote speaker onsuch topics as quality and usability of products and services, theimportance of meeting the needs of the customer, and projectmanagement. Technical Writing for Success Cengage Learning Taking an applied approach to teaching workplace writing, TECHNICAL WRITING FOR SUCCESS 3E is a comprehensive text designed to focus on skills that employers demand in today's workplace-thinking, listening, composing, revising, and editing. Students are encouraged to acquire many workplace skills through integrated and applied instruction so that mastering technical writing is relevant and exciting. Abundant model documents reflect Office 2007 formats and include questions providing critical thinking opportunities. This comprehensive text features an engaging writing style, student and real-world models, write-to-learn activities, expanded oral presentation coverage, and much more. TECHNICAL WRITING FOR SUCCESS 3E provides instruction on the less common documents not covered in general communication texts, e.g., proposals, news releases, science lab reports, and instructions. Chapter contents include technical research; writing for the Web; brief informative, brief investigative and recommendation reports; as well as technical reading. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Clear Technical Writing Irwin Professional Pub Gravity and Gravitation Derivations, Equations and Applications Ron Kurtus Gravity and Gravitation is a physics book that is written in a form that is easy to understand for high school and beginning college students, as well as science buffs. It is based on the lessons from the School for Champions educational website.The book explains the principles of gravity and gravitation, shows derivations of important gravity equations, and provides applications of those equations. It also compares the different theories of gravitation, from those of Newton to Einstein to present-day concepts. Oxford A-Z of Grammar and Punctuation Oxford University Press Including examples of real usage, this handy volume provides clear information about grammar and punctuation that we need on a day-to-day basis in over 300 entries.Revised and updated, The Oxford A-Z of Grammar and Punctuation offers accessible and coherent explanations across a broad range of topics, and is the first port of call for any reader seeking clear, authoritative help with grammar and punctuation. Both easy to use andcomprehensive, it is an essential tool for writing at home, in the office, at school, and at college. On Writing Well An Informal Guide to Writing Nonfiction HarperCollins Publishers The revised and enlarged third edition of Zinsser's trusted writing guide covers the principles of good writing while including information on technical, business and sports writing, humor, interviews, working with a word processor, sexism, and a writer's attitudes toward language and craft. Engineer Your Own Success 7 Key Elements to Creating an Extraordinary Engineering Career John Wiley & Sons Focusing on basic skills and tips for career enhancement, Engineer Your Own Success is a guide to improving efficiency and performance in any engineering field. It imparts valuable organization tips, communication advice, networking tactics, and practical assistance for preparing for the PE exam—every necessary skill for success. Authored by a highly renowned career coach, this book is a battle plan for climbing the rungs of any engineering ladder. Report Writing for Readers with Little Time Routledge Writing reports is a vital skill in many professions and roles across every sector. Despite this, the majority of reports generated in organizations tend to be difficult to read, dull and do not make the impact they should - either for the content or for the author. In this book, you will learn how to write in a convincing way for a variety of different audiences. Fundamentals covered include structure, graphic presentation, plagiarism and oral presentation. The authors include a useful section on writing under pressure (by writing as a team, for example) as well as material on pitfalls to avoid when writing in English as a second language. This simple, effective book is a great tool for readers across the globe who wish to improve their report-writing skills. 7 Steps to Better Writing How to Write Better Reports, Proposals, Email, Blogs, and Web Content Finally, a book that shows how to vastly improve your writing using modern technology! This book lays out 7 steps that will enhance your writing. These proven methods yield superior results. As you apply them, you'll communicate better and achieve more influence. You'll learn how to better identify your readers' needs and write to capture their interest. You'll sense how to control the tone of your writing so it rings true with your readers. You'll understand how to collect and organize the information you need to be persuasive. This book shows you how to exploit the power of the internet, how to quickly find information, and how to use it to full advantage. You'll learn how to make interviews productive. You'll find tools to help you capture information so it's easy to recall and reuse. You'll discover how to brainstorm more effectively, whether you work alone or are part of a team. You'll come to know how to use mind-mapping software to spur your creativity. You'll see how to use Ishikawa Diagrams to structure your ideas. And, you'll grasp how to check your thinking for completeness. You'll be provided with dozens of techniques for organizing your thoughts and material. You'll learn approaches for analyzing problems, proposing changes, persuading others, explaining complex topics, telling stories, and generating powerful sales copy. You'll know how to capture attention, hold the reader's interest, and drive home your point. You'll acquire the ability to draft faster with better results. You'll see how to focus on what works. You'll pick up tips on how to better use voice recognition software to go for speed, control your tone, always have more relevant things to say, and write compelling summaries and conclusions. You'll learn how to edit with power and confidence. You'll realize how to spot and eliminate unclear themes, incorrect assumptions, lapses in logic, irrelevant information, and inappropriate amount of evidence--both too little and too much. You'll find simple explanations of grammar. And in doing so, you'll get the tools you need to craft sentences that really work to communicate your ideas. You'll gain the ability to keep your writing simple and clear. In addition, you'll learn how to check the sound of what you have written using text readers so it resonates with your readers. In short, you'll become a master of crafting powerful and persuasive language. In addition, you'll improve your ability to proof your work, so you are not embarrassed by making stupid errors. You'll be introduced to a sequenced approach to proofreading that minimizes your effort and provides the best results. And finally, you'll learn how to apply these many insights and tips to write better emails, letters, memos, reports, presentations, articles, blogs, websites, and business proposals. THE RESULT. You'll find the words to express your thoughts and feelings. And, your proposals, reports, and emails will get the attention they deserve. This is a book for people in business, government, non-profit organizations, and education. It's a book for those writing serious material for their jobs and their callings. This book contains everything necessary to improve your writing, and there's no fluff. In the time it takes to read this book--less than 4 hours--you can start becoming a stronger writer. After investing only 8 hours--one normal workday--in doing some of the recommended exercises, you'll see improvements in your writing. Is it magic? No. It's just good advice backed up by extensive research and decades of experience. You too can write better, even exceptionally well. 7 Steps to Better Writing will help you do it. Technical Writing One Hundred One Lulu.com Details the skills you need as a technical writer to create both printed and online content. This valuable reference describes the entire development process-planning, writing, visual design, editing, indexing, and production. You also get tips on how to write information that is more easily translated into other languages. You'll learn about the importance of following templates and about how structured authoring environments based on Extensible Markup Language (XML) streamline the content development process. This updated third edition features new information on the Darwin Information Typing Architecture (DITA) standard for structured authoring, and it explains the impact of Web 2.0 technologies-blogs, wikis, and forums-on technical communication. Technical Writing A Practical Guide for Engineers and Scientists CRC Press Engineers and scientists of all types are often required to write reports, summaries, manuals, guides, and so forth. While these individuals certainly have had some sort of English or writing course, it is less likely that they have had any instruction in the special requirements of technical writing. Filling this void, Technical Writing: A Practical Guide for Engineers and Scientists enables readers to write, edit, and publish materials of a technical nature, including books, articles, reports, and electronic media. Written by a renowned engineer and widely published technical author, this guide complements the traditional writer's reference manuals and other books on technical writing. It helps readers understand the practical considerations in writing technical content. Drawing on his own work, the author presents many first-hand examples of writing, editing, and publishing technical materials. These examples illustrate how a publication originated as well as various challenges and solutions.