

English

Composition



Little, Brown Essential Handbook, 8e

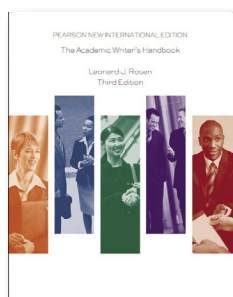
Jane E. Aaron

9781292059952 • ©2014
312pp • Paperback

eBook version available

Course: Introductory Composition

The Little, Brown Essential Handbook is a brief and accessible pocket-sized handbook that answers questions about writing in the disciplines, the writing process, grammar and usage, research writing, and documentation.



The Academic Writer's Handbook, 3e

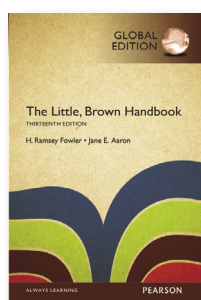
Leonard J. Rosen

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624pp • Paperback

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Course: Freshman Composition Handbook

With its unique focus on source-based writing and writing across the curriculum, *The Academic Writer's Handbook* contains all the features of a traditional handbook combined with the tools students need in order to read, write and conduct research in the disciplines.



The Little, Brown Handbook, 13e

H. Ramsey Fowler & Jane E. Aaron

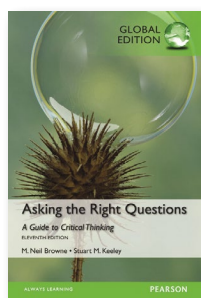
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Course: Freshman Composition Handbook

The Little, Brown Handbook is an essential reference tool and classroom resource designed to help students find the answers they need quickly and easily. While keeping pace with rapid changes in writing and its teaching, it offers the most comprehensive research and documentation available – with grammar coverage that is second to none.



Asking the Right Questions, 11e

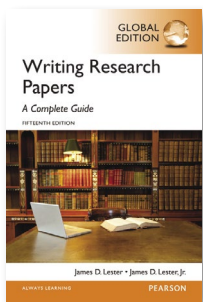
M. Neil Browne & Stuart M. Keeley

9781292068701 • ©2014
192pp • Paperback

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Course: Argument

Asking the Right Questions helps students bridge the gap between simply memorizing or blindly accepting information and the greater challenge of critical analysis and synthesis. The text teaches students to think critically by exploring the components of arguments – issues, conclusions, reasons, evidence, assumptions, language – and on how to spot fallacies and manipulations and obstacles to critical thinking in both written and visual communication. It teaches them to respond to alternative points of view and develop a solid foundation for making personal choices about what to accept and what to reject.



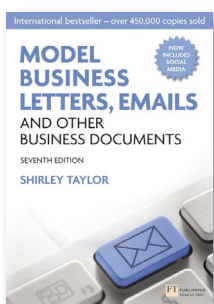
Writing Research Papers: A Complete Guide, 15e

James D. Lester
 9781292076898 • ©2014
 416pp • Paperback
 eBook version available

Course: Research Writing

This market-leading text provides students with step-by-step guidance through the research writing process, from selecting and narrowing a topic to formatting the finished document. *Writing Research Papers* backs up its instruction with a complete array of samples. The text continues its extremely thorough and accurate coverage of citation styles for a wide variety of disciplines. The Fifteenth Edition brings new writing and documentation updates to assist the student researcher in keeping pace with electronic sources.

Business English / Technical Writing

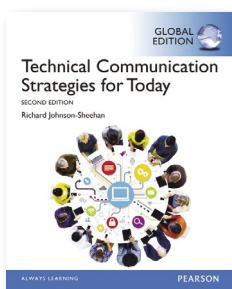


Model Business Letters, Emails and Other Business Documents, 7e

Shirley Taylor
 9780273751939 • ©2012
 512pp • Paperback

Course: Business English

For anyone who wants to communicate effectively in business, this is your complete reference guide for any form of written communication. Packed with over 500 sample documents, over 100 tips for better business writing and useful templates you can apply to your writing immediately, *Model Business Letters* will help you put the key rules of good business writing into action.



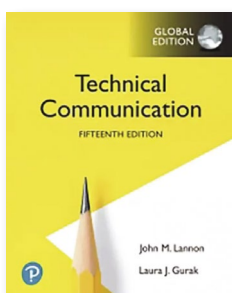
Technical Communication Strategies for Today, 2e

Richard Johnson-Sheehan
 9781292080406 • ©2014
 528pp • Paperback
 eBook version available

Course: Technical Writing

Students want their textbooks to cost less and they want comprehensive topical coverage presented in a succinct and clear writing style. *Technical Communication Strategies for Today* offers both and speaks to today's students. Instructional narrative is "chunked," so that portions of text are combined with graphics. The chunked presentation also integrates an awareness of how documents are read – often skimmed by readers seeking the information they need and it models the way today's technical documents should be designed.

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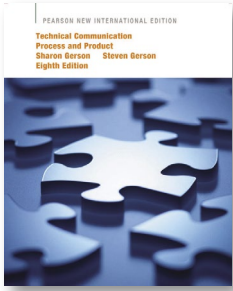
Technical Communication, 15e

John M. Lannon & Laura J. Gurak
 9781292363592 • ©2021
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Course: Technical Writing

Key features;

- Epmphasis on the impact of social media, with an updated and expanded Chapter 25, Social Media.
- Latest coverage of digital communication and social media, for example, using JAWS, video interview, PDFs, collaborative writing apps and spaces such as Google Drive, etc.
- Thoroughly revised chapters on Desiging Visual Information, Email and Oral Presentations and Video Conferencing.
- New discussions on the challenges of assessing credible information when using online sources.



Technical Communication: Process and Product, 8e

Sharon J. Gerson &
Steven M. Gerson

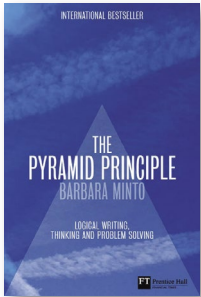
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Course: Technical Writing

Technical Communication: Process and Product 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.



The Pyramid Principle: Logic in Writing and Thinking, 3e

Barbara Minto

9780273710516 • ©2008
192pp • Hardback

Course: Business Writing

The Pyramid Principle will show you how to communicate your ideas clearly and succinctly. Barbara Minto reveals that the mind automatically sorts information into distinctive pyramidal groupings. However, if any group of ideas are arranged into a pyramid structure in the first place, not only will it save valuable time and effort to write, it will take even less effort to read and comprehend it.