

English

Composition



Little, Brown Essential Handbook, 8e

Jane E. Aaron

9781292059952 • ©2014
312pp • Paperback • £48.99

eBook: 9781292059945 • £40.00

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

9781292026190 • ©2013
624pp • Paperback • £62.99

eBook: 9781292038599 • £50.99

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

9781292099477 • ©2015
928pp • Paperback • £55.99

eBook: 9781292099484 • £47.99

Available with MyLab Writing
Package: 9781292110950 • £63.02

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 • £41.99

eBook: 9781292068718 • £34.00

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

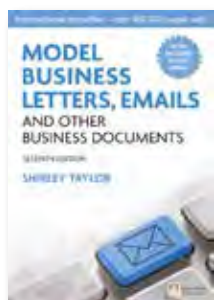
9781292076898 • ©2014
416pp • Paperback • £48.99

eBook: 9781292076904 • £40.00

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 • £24.99

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 • £50.99

eBook: 9781292080413 • £40.99

Available with MyLab Tech Comm
Package: 9781292080482 • £59.02

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.



Technical Communication, 14e

John M. Lannon & Laura J. Gurak

9781292154299 • ©2016
736pp • Paperback • £58.99

eBook: 9781292154305 • £47.99

Available with MyLab Writing
Package: 9781292171654 • £66.98

Course: Technical 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 nuances.



Technical Communication: Process and Product, 8e

Sharon J. Gerson &
Steven M. Gerson

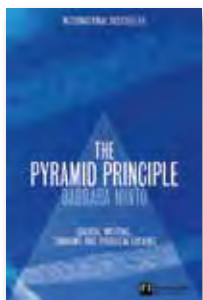
9781292024653 • ©2013
704pp • Paperback • £62.99

eBook: 9781292037349 • £50.99

Available with MyLab Tech Comm
Package: 9781447964032 • £60.09

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 • £38.99

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.