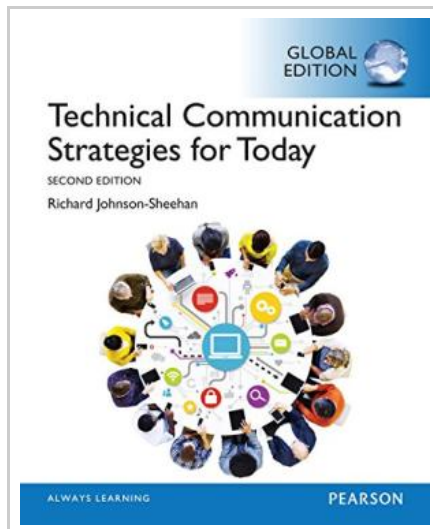




Technical Communication Strategies for Today

By Richard Johnson-Sheehan

Pearson Education Limited, United Kingdom, 2014. Paperback. Book Condition: New. Global ed of 2nd revised ed. 238 x 191 mm. Language: N/A. Brand New Book. For introductory courses in Technical Communication. All of the topics and genres students need-in fewer pages and at a significantly lower price 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. The contemporary writing style is matched by an approach that accurately reflects the modern day computer-centered technical workplace: Technical Communication Strategies for Today presents computers as thinking tools that powerfully influence how we develop, produce, design, and deliver technical documents and presentations. MyTechCommLab is not included. Students, if MyTechCommLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyTechCommLab should only be purchased when required...



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