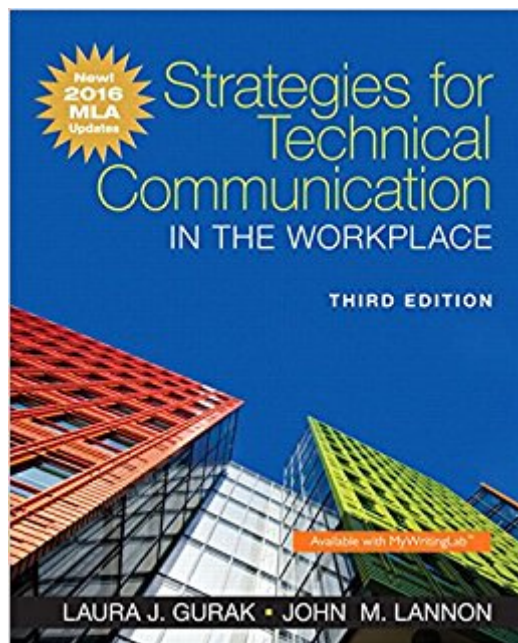




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Strategies For Technical Communication In The Workplace, MLA Update Edition (3rd Edition)



Synopsis

For introductory courses in Technical Communication. This 3rd edition of *Strategies for Technical Communication in the Workplace* has been updated to reflect the 8th Edition of the *MLA Handbook* (April 2016)*. Complete but streamlined coverage, with a focus on audience and purpose. Based on the acclaimed *Technical Communication* by Lannon and Gurak, *Strategies for Technical Communication in the Workplace* prepares individuals for workplace writing through a clear and concise writing style, useful checklists, practical applications, numerous sample documents, and coverage of technology and global issues. The 3rd Edition addresses changing technology in the workplace with a complete chapter on social media, updated examples, and sample documents. This brief and affordable text is accessible to individuals of all writing levels.

* The 8th Edition introduces sweeping changes to the philosophy and details of MLA works cited entries. Responding to the “increasing mobility of texts,” MLA now encourages writers to focus on the process of crafting the citation, beginning with the same questions for any source. These changes, then, align with current best practices in the teaching of writing which privilege inquiry and critical thinking over rote recall and rule-following.

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Customer Reviews

Are you looking for a practical, streamlined, and inexpensive text for your course? *Strategies for Technical Communication in the Workplace* clearly and concisely presents the many complex aspects of technical and workplace writing at a more affordable price than most other

books in the market. **Do you want to provide students with practical guidance they can apply when creating effective workplace documents?** **Strategies** presents technical and workplace communication in a hands-on manner, keeping the focus on doing. Hands-on features include Let's Get Started prompts, marginal notes, in-chapter Strategies boxes, and end-of-chapter Checklists and Application exercises. **Would your students benefit from a wide variety of annotated model documents?** Students learn best by not only creating but also seeing effective annotated examples of workplace documents and other communications. See Chapters 9–17. **Do you want your students to be prepared for today's workplaces with the latest knowledge about global issues and technology?** The importance of reaching a global audience is introduced as a major topic in Chapter 2 and carried throughout the book. **Strategies** also addresses today's workplace technologies by incorporating up-to-the-minute coverage of email, instant messaging, blogs, wikis, online video, podcasts, Web pages, presentation software, and more. See Chapters 18–21. --This text refers to the Loose Leaf edition.

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