

Technical Communication plus MyWritingLab with Pearson eText, Global Edition (Mixed media product)

By John M. Lannon, Laura J. Gurak

Pearson Education Limited, United Kingdom, 2016. Mixed media product. Condition: New. 14th edition. Language: N/A. Brand New Book. For courses in Technical Communication. Comprehensive, user-friendly instruction in workplace writing, technical communication, business 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 byclearly 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 nuisances. Building on research and writing skills and touching on the importance of ethics, the authors prepare students for technical writing in any field. MyWritingLab (TM) not included. Students, if MyWritingLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyWritingLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information.MyWritingLab is an online homework, tutorial, and assessment product designed to personalize learning...



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