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[The book] combines in one book the sixth edition of [the authors'] basic writing text Grassroots and 19 high interest reading selections ... [The book] is designed for students who have not yet mastered the basic writing skills so necessary for success in college and in many careers ... Each selection is accompanied by a headnote, vocabulary glosses, comprehension questions and writing assignments ... The range of materials and flexible format of [the book] makes this worktext adaptable to almost any teaching/learning situation: classroom, laboratory and self-teaching.-Pref.

A young witch must pass a coming-of-age quest or risk losing her magic forever in this enchanting fantasy -- perfect for fans of Kiki's Delivery Service and Aru Shah and the End of Time. Sometimes all you need is a pinch of magic... Eva Evergreen is determined to earn the rank of Novice Witch before her thirteenth birthday. If she doesn't, she'll lose her magic forever. For most

young witches and wizards, it's a simple enough test: One: Help your town, do good all around. Two: Live there for one moon, don't leave too soon. Three: Fly home by broomstick, the easiest of tricks. The only problem? Eva only has a pinch of magic. She summons heads of cabbage instead of flowers and gets a sunburn instead of calling down rain. And to add insult to injury, whenever she overuses her magic, she falls asleep. When she lands in the tranquil coastal town of Auteri, the residents expect a powerful witch, not a semi-magical girl. So Eva comes up with a plan: set up a magical repair shop to aid Auteri and prove she's worthy. She may have more blood than magic, but her "semi-magical fixes" repair the lives of the townspeople in ways they never could have imagined. Only, Eva's bit of magic may not be enough when the biggest magical storm in history threatens the town she's grown to love. Eva must conjure up all of the magic, bravery, and cleverness she can muster or Auteri and her dreams of becoming a witch will wash away with the storm.

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With carefully crafted instruction, engaging student models, and plentiful practice exercises, this best-selling text continues to provide the most effective paragraph-essay level writing instruction available. EVERGREEN is structured around Susan Fawcett's proven MAP (model-analysis-practice) format -- a guiding pedagogy

gy featuring minimal inductive instruction followed by varied practice designed to improve students' confidence and learning outcomes. Known for its superior essay coverage, EVERGREEN demonstrates each of the nine rhetorical patterns with two student sample essays (one in the third person, and one in the first person), and a graphic organizer. The Eleventh Edition includes a new chapter focused on active reading strategies; more explanation of and practice for writing effective thesis statements; updated information about research and citing sources; and nine new high-interest readings in a variety of modes, with new post-reading questions and assignments. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Confused by the overload of blogs, articles, and guides that promise you everything you need to know on how to write for the web? Not sure where to start with your blog and website, from optimizing for search to creating the best headline? Or how to take your writing skills to the next level and actually market yourself and make money as a professional online freelance writer? In *So You Think You Can Write?*, you'll learn every skill it takes to write great copy for the web, from the absolute fundamentals of using storytelling in great online content all the way to knowing how to write for both search engines and people, what it takes to craft different forms of content on the web, and much more; plus, there's a bonus chapter revealing how to market yourself and make income as an online copywriter in a modern world. Written by Julia McCoy, who spent years of her life teaching herself the elements of successful online writing and launched a writing busi-

ness that hit seven figures within five years, this book is your essential blueprint to learning what it takes to write great online copy, both as a freelancer and brand/business owner. In this book, Julia walks you step-by-step through the process of how to craft the seven forms of online content: 1. Web Content 2. Blogging 3. Social Media 4. Advertising/Sales Copy 5. Industry Writing 6. Journalism 7. Creative Writing Julia also takes you through the basics of SEO (search engine optimization) for the online writer and creator, without overloading you: you'll get a key list of the top tools on the web to research keywords, learn how to hone your best key phrases, and the tactics of how and where to place them in your content. Illustrated, easy-to-understand, and fun to read, this is a comprehensive yet digestible resource for writers and businesses alike on how to create successful online content. After you read this book, you'll be able to: Define your audience and the terms they use to search in Google Write great content that will get picked up by Google Know the basics of what it takes to write all seven forms of online copy Create blogs that are evergreen and engaging Know how to write the "secret" bits of copy that search engines love: meta descriptions, tags and more Know how to use Twitter chats, live streaming, and Facebook groups, and other platforms to find your people and confidently market yourself as a writer Access a comprehensive list of online writing tools and resources in the final Appendix Julia McCoy has built a successful freelance writing career and a multi-million dollar copywriting agency out of nothing but the amount of hard work, time, and self-teaching she put into it: and she believes any writer has what it takes to create great online content, provided they learn the essential tactics of adapting to all online copy forms. But she

knows it's hard to find these fundamental teachings in one place: which is why she decided to write a book to offer everyone just that opportunity. A writer and internet marketer from an early age, Julia started three companies, enrolled in college, and wrote a book by 16. At 20, she dropped out of nursing school and left McDonald's to make a career out of her passion in online writing. Her writing agency, Express Writers, has over 70 team writers and strategists; and Julia's clients have included Shopify, PayPal, Staples, and a thousand other worldwide businesses of all sizes. Julia is also the creator of #ContentWritingChat, a Twitter chat that's hit #42 on Twitter; hosts The Write Podcast on iTunes; and writes at The Write Blog, Content Marketing Institute, Search Engine Journal, and a large amount of online publications.

Nick Higham follows up his successful HWMS volume with this much-anticipated second edition.

EVERGREEN combines carefully crafted instruction, high-interest readings, and student models with numerous sequenced practices. This two-volume EVERGREEN COMPACT provides a convenient and portable alternative for instructors who prefer smaller-trim books for their students. The Evergreen Compact instruction book contains all instruction, writing assignments, art, and readings in the regular Evergreen Ninth Edition, but the practices have been moved to the Evergreen Compact Workbook; the workbook contains all practice exercises and visual images that relate to the practices. Each book has its own Annotated Instructor's Edition that provides answers and marginal annotations, Teaching Tips, ESL Tips, and Learning Styles Tips. Important Notice: Media content referenced within the product description or the product

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As part of Fawcett's best-selling developmental writing series, "Evergreen" earns consistent acclaim for its clear, step-by-step instruction, engaging exercises, and high-interest readings for paragraph-to-essay-level courses. The text's longstanding popularity stems from its solid foundation in the process and modeling approach to writing, plus its flexible organization. Compelling and sometimes controversial images stimulate students to write and discuss their responses. Chapter 1 features a revised introduction designed to increase students' interest in the writing process and, consequently, the likelihood that they will use the textbook. In addition, a new chapter on research prepares students for other composition and college-level courses, covering such topics as how to avoid plagiarism, write summaries, and cite MLA sources. An extensive suite of technology products includes an updated textbook web site with new PowerPoint slides and activities, downloadable diagnostic and mastery tests, links to popular ESL sites, and a "Community of Evergreen" bulletin board for instructors. Students also have access to the ESL-related sites and a checklist of "The 10 Most Common Writing Problems and How to Fix Them" to be printed and used when writing. In addition, the EverWrite CD-ROM features over 120 editing exercises with read-

ing passages for correction, as well as 350 grammar exercises and tests tailored to the text.

EVERGREEN demonstrates each of the nine rhetorical patterns with two student sample essays (one in the third person, and one in the first person), and a graphic organizer. New to the Tenth Anniversary Edition is coverage of personal error tracking, including a new chapter, pull-out chart, and integrated exercises for each grammar and spelling chapter to help students identify, track and correct their own errors. The new edition also features an even stronger emphasis on critical thinking, with more exercises on critical thinking and viewing, and many more teaching tips designed to prompt critical thinking.

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