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Technical Communication: A Design-Centric Approach is a comprehensive textbook for introductory courses in technical communication and professional writing. Technical Communication takes a design approach to foundational and emergent technical communication skills such as document design, job applications and interviews, workplace collaboration, and report writing, providing students with practical guidance on matters of ethics, style, and problem-solving in a range of professional and organizational contexts. This is a core textbook suitable for undergraduate courses in technical and professional communication. The book is supplemented by an innovative website featuring interactive simulations of various real-world technical communication challenges. Visit <https://microcore.byu.edu/>

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Thousands of students have successfully improved their writing and design skills using Anderson's TECHNICAL COMMUNICATION: A READER-CENTERED APPROACH. Known for its treatment of the rhetorical situation and coverage of usefulness and persuasion, this edition renews the focus on the reader-centered approach and includes new learning outcomes at the start of each chapter to help students gain more from their reading. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A Strategic Guide to Technical Communication incorporates useful and specific strategies for writers, to enable them to create aesthetically appealing and usable technical documentation. These strategies have been developed and tested on a thousand students from a number of different disciplines over twelve years and three institutions. The second edition adds a chapter on business communication, reworks the discussion on technical style, and expands the information on visual communication and ethics into free-standing chapters. The text is accompanied by a passcode-protected website containing materials for instructors (PowerPoint lectures, lesson plans, sample student work, and helpful links).

New to this edition: Up-to-date information on on-line research and computer resources. A unique four-way access system enables users of the Handbook of Technical Writing to find what they need quickly and get on with the job of writing: 1. The hundreds of entries in the body of the Handbook are alphabetically arranged, so you can flip right to the topic at hand. Words and phrases in bold type provide cross-references to related entries. 2. The topical key groups alphabetical entries and page numbers under broader topic categories. This topical table of contents allows you to check broader subject areas for the specific topic you need. 3. The checklist of the writing process summarizes the opening essay on "Five Steps to Successful Writing" in checklist form with page references to related topics, making it easy to use the Handbook as a writing text. 4. The comprehensive index provides an exhaustive listing of related and commonly confused topics, so you can easily locate information even when you don't know the exact term you're looking for.

"Technical communication is the process of making and sharing ideas and information in the workplace as well as the set of applications such as letters, emails, instructions, reports, proposals, websites, and blogs that comprise the documents you write...Specifically, technical writing involves communicating complex information to a specific audience who will use it to accomplish some goal or task in a manner that is accurate, useful, and clear. Whether you write an email to your professor or supervisor, develop a presentation or report, design a sales flyer, or create a web page, you are a technical communicator." (Chapter 1)

This book covers important aspects of modern optical communication. It is intended to serve both students and professionals. Consequently, a solid coverage of the necessary fundamentals is combined with an in-depth discussion of recent relevant research results. The book has grown from lecture notes over the years, starting 1992. It accompanies my present lectures Optical Communication A (Fundamentals), B (Mode Coupling), C (Modulation Formats) and D (Selected Topics) at the University of Paderborn, Germany. I gratefully acknowledge contributions to this book from Dr. Timo Pfau, Dr. David Sandel, Dr. Sebastian Hoffmann and Mohamed El-Darawy. Contents Contents 1 Introduction..... 1 2 Optical Waves in Fibers and Components.....3 2. 1 Electromagnetic Fundamentals 3 2. 1. 1 Maxwell's Equations 3 2. 1. 2 Boundary Conditions 6 2. 1. 3 Wave Equation. 8 2. 1. 4 Homogeneous Plane Wave in Isotropic Homogeneous Medium. 9 2. 1. 5 Power and Energy 13 2. 2 Dielectric Waveguides 18 2. 2. 1 Dielectric Slab Waveguide 18 2. 2. 2 Cylindrical Dielectric Waveguide. 26 2. 3 Polarization 40 2. 3. 1 Representing States-of-Polarization. 40 2. 3. 2 Anisotropy, Index Ellipsoid 45 2. 3. 3 Jones Matrices, Müller Matrices 52 2. 3. 4 Monochromatic Polarization Transmission 64 2. 3. 5 Polarization Mode Dispersion. 71 2. 4 Linear Electrooptic Effect. 80 2. 4. 1 Phase Modulation 80 2. 4. 2 Soleil-Babinet Compensator 84 2. 5 Mode Coupling 88 2. 5. 1 Mode Orthogonality. 88 2. 5. 2 Mode Coupling Theory.

Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you

turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

A concise, easy-to-read source of essential tips and skills for writing research papers and career management In order to be truly successful in the biomedical professions, one must have excellent communication skills and networking abilities. Of equal importance is the possession of sufficient clinical knowledge, as well as a proficiency in conducting research and writing scientific papers. This unique and important book provides medical students and residents with the most commonly encountered topics in the academic and professional lifestyle, teaching them all of the practical nuances that are often only learned through experience. Written by a team of experienced professionals to help guide younger researchers, A Guide to the Scientific Career: Virtues, Communication, Research and Academic Writing features ten sections composed of seventy-four chapters that cover: qualities of research scientists; career satisfaction and its determinants; publishing in academic medicine; assessing a researcher's scientific productivity and scholarly impact; manners in academics; communication skills; essence of collaborative research; dealing with manipulative people; writing and scientific misconduct: ethical and legal aspects; plagiarism; research regulations, proposals, grants, and practice; publication and resources; tips on writing every type of paper and report; and much more. An easy-to-read source of essential tips and skills for scientific research Emphasizes good communication skills, sound clinical judgment, knowledge of research methodology, and good writing skills Offers comprehensive guidelines that address every aspect of the medical student/resident academic and professional lifestyle Combines elements of a career-management guide and publication guide in one comprehensive reference source Includes selected personal stories by great researchers, fascinating writers, inspiring mentors, and extraordinary clinicians/scientists A Guide to the Scientific Career: Virtues, Communication, Research and Academic Writing is an excellent interdisciplinary text that will appeal to all medical students and scientists who seek to improve their writing and communication skills in order to make the most of their chosen career. Designing Engineers First Edition is written in short modules, where each module is built around a specific learning outcome and is cross-referenced to the other modules that should be read as prerequisites, and could be read in tandem with or following that module. The book begins with a brief orientation to the design process, followed by coverage of the design process in a series of short modules. The rest of the book contains a set of modules organized in several major categories: Communication & Critical Thinking, Teamwork & Project Management, and Design for Specific Factors (e.g. environmental, human factors, intellectual property). A resource section provides brief reference material on economics, failure and risk, probability and statistics, principles & problem solving, and estimation.

A Down-to-Earth Approach James Henslin shares the excitement of sociology in Essentials of Sociology: A Down-to-Earth Approach, 11/e. With his acclaimed "down-to-earth" approach and personal writing style, the author highlights the sociology of everyday life and its relevance to students' lives. With wit, personal reflection, and illuminating examples, Henslin stimulates students' sociological imagination so they can better perceive how the pieces of society fit together. In addition to this trademark down-to-earth approach, other distinctive features include: comparative perspectives, the globalization of capitalism, and visual presentations of sociology. MySocLab is an integral part of the Henslin learning program. Engaging activities and assessments provide a teaching a learning system that helps students see the world through a sociological lens. With MySocLab, students can develop critical thinking skills through writing, explore real-world data through the new Social Explorer, and watch the latest entries in the Core Concept Video Series. Revel from Pearson is a new learning experience designed for the way today's students read, think, and learn. Revel re-

designs familiar and respected course content and enriches it for today's students with new dynamic, rich-media interactives and assessments. The result is improved student engagement and improved learning. Revel for Henslin will be available for Fall 2014 classes. This program will provide a better teaching and learning experience for you and your students. It: Personalizes Learning with MySocLab: MySocLab is an online homework, tutorial, and assessment program. It helps students prepare for class and instructor gauge individual and class performance. Explores a A Down-to-Earth Approach: This title highlights the sociology of everyday life and its relevance to students' lives. Improves Critical Thinking: Features throughout help build critical thinking skills. Understands Social Change: An important theme of the text, social change over time, examines what society was previously like, how it has changed, and what the implications are for the present and future. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase.

This text is a clear, concise, and practical guide to effective technical communication in today's world. Divided into two parts, the book begins with rhetorical principles that help students understand the contexts in which various types of documents will be read and used. The second part explains the major types of technical documents and offers checklists for students to use in preparing these documents.

The text material has been restructured to provide a more balanced and exhaustive coverage of the subject. The text discusses the core concepts of technical communication and explains them with the help of numerous examples and practice exercises. The book also provides support for soft skills laboratory sessions through a companion CD. With its in-depth coverage and practical orientation, the book is useful not only for students, but also as a reference material for corporate training programmes.

This book traces Chinese technical communication from its beginnings, investigating how it began and the major factors that shaped its practice. It also looks at the major philosophical and historical traditions in Chinese technical communication, and how historical and philosophical threads play out in contemporary Chinese technical communication practice. In considering such issues, the book gives attention to some of the major classical Chinese texts, but treats them as artefacts of technical communication. It explores the roots of Chinese technical communication, reviews traditional philosophy that has shaped such practice, discusses the key links in the history of Chinese technical communication, and recounts historical roots and contemporary practice side by side. It provides the reader with compelling perspectives on the historical roots of Chinese technical communication.

Developed for use by non-native speakers of English enrolled in Technical Writing and Communication courses. Technical Writing and Professional Communication, 2/e, places technical writing in its context, showing students how to consider their purpose and their audience when writing reports, memos, and correspondence. Formerly titled Technical Writing and Professional Communication: A Handbook for Nonnative Speakers, the new edition features a case running throughout seven chapters, dynamically illustrating the writing process. The revision also provides complete coverage of the new computer technologies and the new attention to the intercultural concerns in today's business world.

Effective Technical Communication is designed to serve as a practical guide and useful resource for scientists, engineers, and researchers. It addresses the need of practitioners engaged in the exchange of technical information to effectively share their ideas with, and make impact on, their peers. The book provides guidelines, technical conventions, and graphical and visual aids for communicating effectively. It discusses the use of scientific vocabulary and various forms of writing, starting from simple forms such as paragraph and precis writing to more advanced forms such as scientific and engineering reports and papers. Written in a way-to-understand style, the text is supported with numerous illustrative examples. The correct use of language, the dos and don'ts of

communication and the effective use of speech communication have also been discussed in detail.

A comprehensive, easy-to-use guide to key workplace communication skills. Survivor's Guide to Technical Writing presents all of the essentials of workplace communication in an easy-to-read and easy-to-use format. The content is comprehensive and universal, and emphasizes the most practical and useful information, making the concepts relevant to each user. Integrating the most current technology, users will discover the usage and resources available to them through a number of different media. Survivor's Guide to Technical Writing reflects the most current topics and issues in technical communication and includes many cases, activities, and features to engage and enrich learning.

Comprehensive and truly accessible, Technical Communication guides students through planning, drafting, and designing the documents that will matter in their professional lives. Known for his student-friendly voice and eye for technology trends, Mike Markel addresses the realities of the digital workplace through fresh samples and cases, practical writing advice, and a companion Web site — TechComm Web — that continues to set the standard with content developed and maintained by the author. The text is also available in a convenient, affordable e-book format.

Do you need to create some user assistance for your product? Do you want to make your user manual and online help system stand out from those of your competitors but don't have the time to study a dozen all-embracing textbooks about technical writing before getting down to work? This book provides you with a compilation of those rules that really matter. If you follow the given recommendations, this will significantly improve the quality of what you write, all with the least amount of effort. You get hands-on advice and simple, catchy examples-free from theoretical elaborations and highbrow grammar terms. The book is exemplary for what you need to achieve, too. It contains lots of valuable information on as few pages as possible in a clear and simple form. Topics covered: Structuring principles, including building topics, establishing headings, and determining the best possible order of information; Layout and formatting essentials; General technical writing rules; Rules for building sections; Rules for building sentences; Plain language; Grammar and word choice FAQ. Audience: developers, marketing professionals, product managers.

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Emphasizing the connection between writing and context, Technical Communication: A Practical Approach 8e uses a fictional company (M-Global) and students' own school and workplace settings to introduce the common genres of technical communication. Featuring numbered guidelines and an ABC format, the book shows how to write a variety of technical documents including business proposals, white papers, scripts, research reports, digital documents and more! This edition features earlier coverage of collaboration, more on software tools, expanded ABC formats, and the innovative MyWritingLab for Technical Communication. 0133970531 / 9780133970531 Technical Communication: A Practical Approach with NEW MyWritingLab with Pearson eText Access Card 8/e Package consists of: 0132785781 / 9780132785785 Technical Communication: A Practical Approach 0133933296 / 9780133933291 MyWritingLab Generic -- Glue in Access Card 013393330X / 9780133933307 MyWritingLab Generic -- Inside Star Sticker

Teaching Professional and Technical Communication guides new instructors in teaching professional and technical communication (PTC). The essays in this volume provide theoretical and applied discussions about the teaching of this diverse subject, including relevant pedagogical approaches, how to apply practical aspects of PTC theory, and how to design assignments. This practicum features chapters by prominent PTC scholars and teachers on rhetoric, style, ethics, design, usability, genre, and other central concerns of PTC programs. Each chapter includes a scenario or personal narrative of teaching a particular topic, provides a theoretical basis for interpreting the narrative, illustrates the practical aspects of the approach, describes relevant assignments, and presents a list

of questions to prompt pedagogical discussions. Teaching Professional and Technical Communication is not a compendium of best practices but instead offers a practical collection of rich, detailed narratives that show inexperienced PTC instructors how to work most effectively in the classroom. Contributors: Pam Estes Brewer, Eva Brumberger, Dave Clark, Paul Dombrowski, James M. Dubinsky, Peter S. England, David K. Farkas, Brent Henze, Tharon W. Howard, Dan Jones, Karla Saari Kitahara, Traci Nathans-Kelly, Christine G. Nicometo, Kirk St. Amant

This book provides the technical essentials, state-of-the-art knowledge, business ecosystem and standards of Near Field Communication (NFC) by NFC Lab - Istanbul research centre which conducts intense research on NFC technology. In this book, the authors present the contemporary research on all aspects of NFC, addressing related security aspects as well as information on various business models. In addition, the book provides comprehensive information a designer needs to design an NFC project, an analyzer needs to analyze requirements of a new NFC based system, and a programmer needs to implement an application. Furthermore, the authors introduce the technical and administrative issues related to NFC technology, standards, and global stakeholders. It also offers comprehensive information as well as use case studies for each NFC operating mode to give the usage idea behind each operating mode thoroughly. Examples of NFC application development are provided using Java technology, and security considerations are discussed in detail. Key Features: Offers a complete understanding of the NFC technology, including standards, technical essentials, operating modes, application development with Java, security and privacy, business ecosystem analysis Provides analysis, design as well as development guidance for professionals from administrative and technical perspectives Discusses methods, techniques and modelling support including UML are demonstrated with real cases Contains case studies such as payment, ticketing, social networking and remote shopping This book will be an invaluable guide for business and ecosystem analysts, project managers, mobile commerce consultants, system and application developers, mobile developers and practitioners. It will also be of interest to researchers, software engineers, computer scientists, information technology specialists including students and graduates.

This book is designed to give quick access to the essentials of workplace writing. It is a guide to speed, organization, visual appeal, and correctness in 16 different kinds of documents as well as guidelines for special topics like graphics, speeches, and e-mails. For speed, this book gives you a 9-step process to write quickly and well. For organization, this book gives you a three-part structure to organize all documents. For visual appeal, this book has tips for using white space, lists, and headings. For correctness, an alphabetized handbook on style and grammar is included. - Publisher.

A guidebook providing students with the essentials they'll need to communicate successfully in today's workplace. This text offers concise and accessible, yet thorough, coverage of audience and purpose, research, style, and document design, and strategies for designing all of the major document types. This second edition has been updated with sample documents annotated with insights and advice from the employees at the organisations that developed them. Throughout the text, a new set of engaging graphics provides visual explanations of key concepts.

This guide offers practical tips on science writing - from investigative reporting to pitching ideas to magazine editors. Some of the best known science writers in the US share their hard earned knowledge on how they do their job.

The field of technical communication is rapidly expanding in both the academic world and the private sector, yet a problematic divide remains between theory and practice. Here Stuart A. Selber and Johndan Johnson-Eilola, both respected scholars and teachers of technical communication, effectively bridge that gap. Solving Problems in Technical Communication collects the latest research and theory in the field and applies it to real-world problems faced by practitioners—problems involving ethics, intercultural communication, new media, and other areas that determine the boundaries of the discipline. The book is structured in four parts, offering an overview of the field, situating it historically and culturally, reviewing various theoretical approaches to technical communication, and examining how the field can be advanced by drawing on diverse perspectives. Timely, informed, and practical, Solving Problems in Technical Communication will be an essential tool for undergraduates and graduate students as they begin the transition from classroom to career.

This open textbook is designed to introduce readers to the basics of technical communication: audience and task analysis in workplace contexts, clear and concise communications style, effective document design, teamwork and collaboration, and fundamental research skills. This text includes

over 40 interactive H5P activities.

This introduction to technical communication focuses on strategies that aim to make technical documents direct, clear, and readable for their intended audience. Over 60% of the material is new in this edition in response to the changes in computer technology and the writing process. The book is designed for Technical Writing and Communication courses offered in Schools of Engineering or in Departments of English or Humanities.

Distills key concepts from linear algebra, geometry, matrices, calculus, optimization, probability and statistics that are used in machine learning.

In today's complex workplace, no one wants to read what you write. The Essentials of Technical Communication, Fifth Edition, was developed with this principle in mind. The respected author team continues to provide students with accessible and comprehensive instructions for planning, drafting, and revising technical documents that are clear and concise. Divided into two flexible parts--Principles and Applications--the text lays a strong foundation in the rhetoric principles before examining the principle types of workplace documents with checklists for use in preparing them.

"This open textbook is designed to introduce readers to the basics of professional communications in technical fields: audience and task analysis in workplace contexts, clear and concise communications style, effective document design, teamwork and collaboration, and fundamental research skill-

s"--BC Campus website.

This compact but complete guide shows that less is more—with fewer extraneous details getting in the way of students trying to learn on the run, it allows them to focus on the most important principles of effective technical communication. The Concise Guide takes a rhetorical approach to technical communication; instead of setting up a list of rules that should be applied uniformly to all writing situations, it introduces students to the bigger picture of how the words they write can affect the people intended to read them. Assignments and exercises are integrated throughout to reinforce and test knowledge.