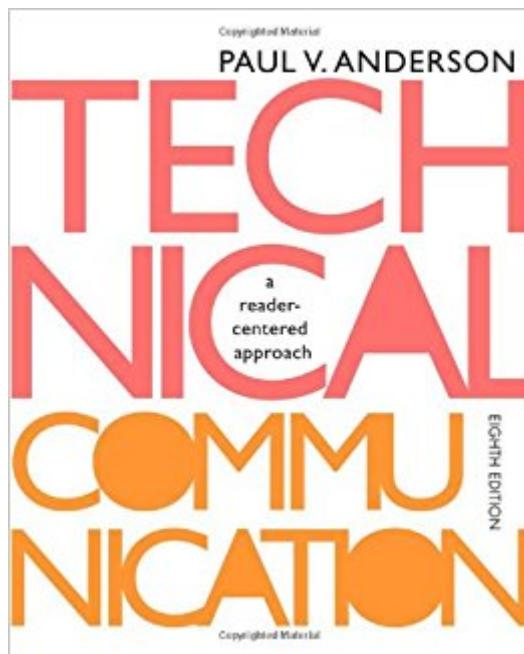


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# Technical Communication: A Reader-centered Approach, 8th Edition



## **Synopsis**

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.

## **Book Information**

Paperback: 645 pages

Publisher: Wadsworth Publishing; 8th edition (March 19, 2013)

Language: English

ISBN-10: 113330981X

ISBN-13: 978-1133309819

Product Dimensions: 1 x 8.2 x 10.2 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 93 customer reviews

Best Sellers Rank: #8,003 in Books (See Top 100 in Books) #7 in Books > Reference > Writing, Research & Publishing Guides > Writing > Technical #88 in Books > Textbooks > Humanities > Literature > Creative Writing & Composition #108 in Books > Reference > Writing, Research & Publishing Guides > Writing > Fiction

## **Customer Reviews**

"The book has a great approach: reader-centered writing and general usability. I think it's clear, compelling, and used throughout the book. These are important concepts for students to consider in learning any genre of report writing. [...] It has one of the best companion Web sites I've seen in terms of content. It has great exercises and document samples." "This section of the text [Part IV: Conducting Research] is refreshingly real and provides helpful information for students and an up-to-date resource for teachers." "I really love Anderson's textbook. I continue to use it year after year because it is comprehensive, well-organized, it is clear, and well developed. It fits perfectly with what I am teaching." "This is the text's main strength, its implicit understanding that every workplace communication is in one regard or another a form of persuasive communication that aims to affect the reader's attitude toward the information in it to effect a desirable outcome." "The strong focus on reader-centered communication corresponds well to the general emphasis of my course. [...] I refer the students to [Chapters 23, 24, and 27] often. They really offer some excellent guidance. [...]

Former students have told me that they still use these superstructures at work."

Paul V. Anderson is Senior Researcher at Elon University in Elon, North Carolina. He was previously Director of the Roger and Joyce L. Howe Center for Writing Excellence at Miami University (Ohio), where he also served as the founding director of the university's programs in technical and scientific communication. To support various individual and collaborative projects, he has received more than \$1,000,000 in external grants for research and program development in technical communication. As a researcher and consultant to business and government, Dr. Anderson has conducted workshops and made presentations in Europe, Asia, Australia, and Africa, as well as across the United States. His publications, which have won awards from the Society for Technical Communication and the National Council of Teachers of English, address such topics as technical communication practice and theory, ethical issues in research and teaching, research methods, pedagogy, and assessment. Dr. Anderson has been selected as a Fellow of the Society for Technical Communication, Association of Teachers of Technical Writing, and Miami University's Institute of Environmental Science. He has received the Jay R. Gould Award for Excellence in Teaching Technical Communication from the Society for Technical Communication.

This book discusses writing in a business environment. It does not deliver techniques for developing highly technical documents, but it does give useful technical knowledge needed for writing business documents. If you want to improve your image at work, or any time that you write for a professional audience, there are many methods and "tricks" that have to be used. Communicating logically and coherently increases how successful you can be! It is written in a way that provides useful knowledge without having taken a course -though I encourage learning business writing skills for anyone working in an office or factory environment. It provides information in forms that are quick and easy to reference on a project-by-project basis. I've been writing memos, business procedures and other professional documents for decades and I have found this book to be useful as a desktop resource.

Dirty, sticky cover. Information looks good.

good book to use i school

I did NOT enjoy reading this, it was soooooo repetitive and unnecessarily wordy. Subjects that

could have been completely covered in one or two sentences would make an entire 7 sentence paragraph... Subjects that could have been covered in one paragraph were expanded to an entire page. It was annoying. I got the feeling that the author really likes to "hear" himself talk.

I rented this for my english class and it was in pretty good condition. The book itself is repetitive in my opinion, but it does a good job of explaining the reader-centered approach for a lot of types of writings as well as interviews and oral presentations.

My class requested the "college version" of it which was almost \$150 (nothing different just pages taken out probably).I was that person and said I'd get the original one. Guess what? Everything my professor went over in class is the same exact thing in this book. I saved myself \$126 by getting this version.

Well written, organized, easy to use. Just like the lessons it's teaching. Favorite textbook this semester.

It shipped very quickly. The book itself is a great choice for the class. Very informative.

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