Technical Communication Markel

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this volume provides students with accessible and easy to follow strategies for tackling the major types of documents from writing reports to job applications interactive exercises are included to provide engaging scenarios for writing practice

through clear advice and an accessible visual design mike markel s technical communication models the principles it teaches offering practical strategies that students can put to use right away using a student friendly voice mike markel shows writers how to tackle the major types of documents and writing situations they will encounter in their professional lives excellent and always fresh sample

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in practical strategies for technical communication mike markel gives students the essentials they ll need to communicate successfully in today s workplace the book 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 for the second edition markel has worked with organizations to choose sample documents and annotate them with insights and advice from the employees who developed them throughout the text a new set of engaging graphics provides visual explanations of key concepts ideal for students taking technical communication professional writing or professional communication courses as well as writing for engineers or business writing communication courses practical strategies for technical communication is available with launchpad launchpad combines an interactive ebook with high quality multimedia content and ready made assessment options including learningcurve adaptive quizzing see instructor resources and student resources for further information

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drawing on theories of ethics from aristotle through foucault and on the research literature the director of technical communications at boise stae u explores the relationship between ethics and the rhetoric used by technical communication professionals in developing his own ethical decision making approach this sensitively realistic approach is then applied to issues and cases with analyses e g of the intel pentium case of five topics of interest to those in this field truth telling in product information liability and the duty to instruct and warn multicultural communication and ethical relativism intellectual property and codes of conduct

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