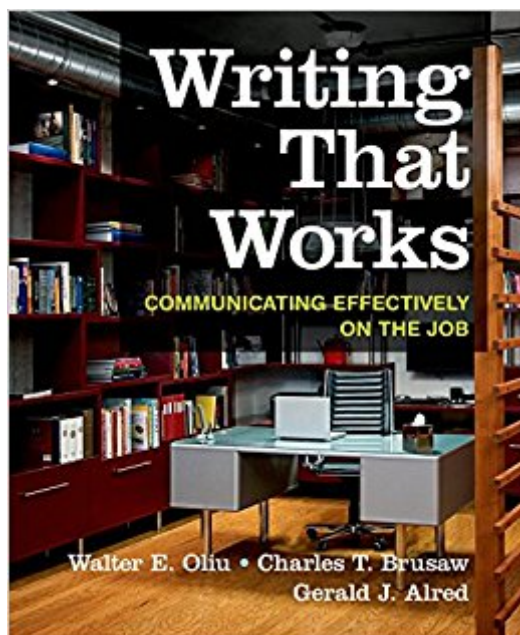The book was found

Writing That Works: Communicating Effectively On The Job

Synopsis

PACKAGE THIS TITLE WITH OUR 2016 MLA SUPPLEMENT, Documenting Sources in MLA Style (package ISBN-13: 9781319086794). Get the most recent updates on MLA citation in a convenient, 40-page resource based on The MLA Handbook, 8th Edition, with plenty of models. Browse our catalog or contact your representative for a full listing of updated titles and packages, or to request a custom ISBN. Countless real-world model documents contextualized by clear rhetorical instruction and a focus on professional ethics make Writing That Works the foundational standard for professional writing. More than ever, this streamlined twelfth edition reflects the role of technology in the office and the classroom, showcasing the most current types of business documents online and in print, providing succinct guidelines on selecting the appropriate medium for your document, communication, or presentation, and giving advice on landing and keeping a job in todayÃ¢â ¬â„¢s economy. Now also available as an e-book, Writing that Works offers robust but accessible coverage at an affordable price.

Book Information

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Customer Reviews

Walter E. Oliu served as chief of the Publishing Services Branch at the U.S. Nuclear Regulatory Commission, where he managed the agency s printing, graphics, editing, and publishing programs. He also developed the public-access standards for and managed daily operations of the agency s public Web site. He has taught at Miami University of Ohio, Slippery Rock State University, and as an adjunct faculty member at Montgomery College and George Mason University. His books include

Writing That Works, Tenth Edition (reprinted chapters appear in Kevin J. Harty s Strategies for Business and Technical Writing, Fifth Edition, and Brenda D. Smith and Laura C. Headley s The Lifelong Reader, Second Edition); The Handbook of Technical Writing, Ninth Edition; The Business Writer s Handbook, Ninth eEdition (Fortune and Book-of-the-Month Club selections); The Business Writer s Companion, Sixth Edition; The Technical Writer s Companion, Third Edition; Writing from A-Z, Fifth Edition; and The Professional Writer. Charles T. Brusaw was a faculty member at NCR Corporation's Management College, where he developed and taught courses in professional writing, editing, and presentation skills for the corporation worldwide. Previously, he worked in advertising, technical writing, public relations, and curriculum development. He has been a communications consultant, an invited speaker at academic conferences, and a teacher of business writing at Sinclair Community College.Gerald J. Alred is Professor Emeritus of English at the University of Wisconsin-Milwaukee, where he teaches courses in the Professional Writing Program. He is the author of numerous scholarly articles and several standard bibliographies on business and technical communication, and is a founding member of the editorial board of the Journal of Business and Technical Communication. He is co-author of The Business Writer's Handbook and Handbook of Technical Writing. He is a recipient of the prestigious Jay R. Gould Award for "profound scholarly and textbook contributions to the teaching of business and technical writing." "

Required text for a graduate-level class - or I would not have read it. It might be more valuable for a young professional and/or college student. But, as an experienced professional, I found it to be very elementary and, for the most part, useless. Glad that I only rented the ebook.

This textbook was used for an upper-division general-ed course and was so helpful in my other classes as well. I decided to buy the textbook outright to refer back to throughout graduate school. Very useful source!

I am currently using this edition to teach my Business and Professional Writing course to undergraduate students. I think that the text is reader-friendly and provides plenty of relevant examples for students. I think one of the best things about this text is how many different "templates" are provided for various business correspondence they may encounter once they're in full-time positions where their employers will expect them to know how to prepare these sorts of documents. I selected this text based on the reviews (I am always researching to find the highest quality materials for my students, especially when they have to pay for the text) -- this one seems to

have done the trick. Trust the reviews!

Book for a business class, used it once in a while, not a bad book.

bought several years ago, worked for schooling

A must buy if you're involved in professional writing. This has topics on social media and online communications which is a great help as well. I was going to rent it until i foudn out how useful this would be, so i purchased it. i recommend it to anyone looking to improve or brush up skills

very boring read

I took an online refresher course and "Writing That Works" was the required text. It is very contemporary and provides effective suggestions throughout the book. The text supported the instruction and also provided additional effective tips. I have accomplished my refresh and also have new knowledge based on updated materials in the text relating to e-writing and e-communicating. I have applied many of the learning's from this class and the book to my everyday work. The text will be sitting on my office bookshelf and will be used as a primary reference.

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