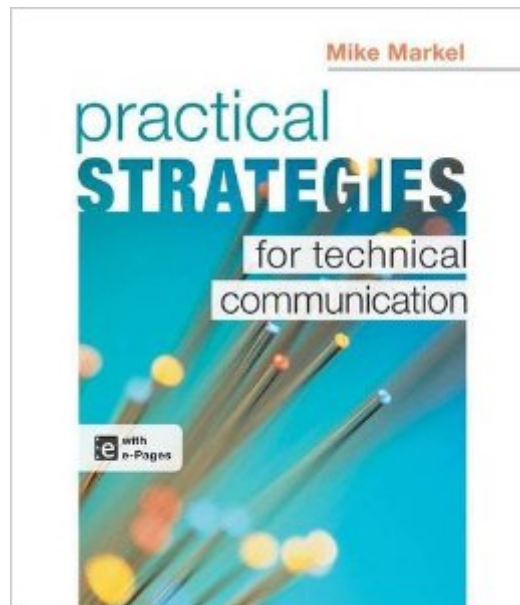# Practical Strategies For Technical Communication

Synopsis

This brief version of Mike Markel's bestselling Technical Communication gives students clear advice and practical strategies for writing and designing all the major types of documents they will encounter in their professional lives. Retaining Markel's trademark student-friendly tone, the book offers concise yet thorough coverage of audience and purpose, research, style, and document design, user-friendly features to guide students in the writing process, and a wealth of annotated examples and sample documents to serve as models. Integrated coverage of social media and new technologies gives students the most up-to-date advice about technology in the context of specific tasks and documents. The print text is now integrated with e-Pages for Practical Strategies for Technical Communication, designed to take advantage of what the Web can do.

Book Information

Paperback: 528 pages

Publisher: Bedford/St. Martin's; 1 edition (January 4, 2013)

Language: English

ISBN-10: 1457609401

ISBN-13: 978-1457609404

Product Dimensions: 7.9 x 0.8 x 9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars See all reviews (26 customer reviews)

Best Sellers Rank: #50,821 in Books (See Top 100 in Books)   #16 in Books > Reference > Writing, Research & Publishing Guides > Writing > Technical   #92 in Books > Textbooks > Communication & Journalism > Communications   #244 in Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies

Customer Reviews

I bought this text for a course my son was taking in his major of communications and media technology. I began reading it out of curiosity about the author's take on technology. My usual experience with textbooks is that they are written by academicians who know their field but don't know how to write entertainingly. This text is just the opposite. It is very well written and I actually read the book for enjoyment while my son was taking the course. There is now an update edition that likely uses more recent examples of technology, but if it is written as well as this volume, it's worth the price.

This book was required by my college Technical Writing course. Not all of the chapters were discussed, but enough was covered to were I know this book explains things in very simple, easy to understand terminology while also not making things boring. I don't know about others, but I know that, for me, explaining material that I have no interest/little use for in a simple way while also keeping things interesting is key. Some parts I even enjoyed reading! There's also a lot in here about how to communicate in the business world, as well as how to perform certain things that your job may require of you in the future. Although the other material in the book is not very much meant for my career, just knowing how to do the things this book teaches you how to do makes you a valuable asset for any company or career you have.

I have read the first three chapters of this book. I like the structure. The material is easy to understand and the book has a logical order. The first three chapters give an introduction into technical communication. For example, it talked about social media and code of conduct in the workplace. It goes on to tell about the advantages and disadvantages of collaboration, and how important communication can be when working with a group of people.I like what I am reading, and plan on reading the book in itâ ™s entirely. I have already learned a lot from the first three chapters. The information in this book is very useful. I can see myself using the concepts discussed in this book through my life. I would recommend this book to everyone, not just students.

I needed this book for my online, technical writing class in college. The book is clear and easy to understand. My class is 8 weeks long so we are studying 2 or 3 chapters a week. It covers a wide assortment of areas where a person would need to communicate on the job both in written and in verbal, visual areas.

Ended up not being the text needed for the course, but the book was so well written that I kept it for future referencing. However, the text was a copy that was not legally supposed to be sold (sample copy or something) and the seller placed black tape (well placed, but still not very classy) over all areas that stated so. I happily peeled them off.

Markel generally discusses the discursive practices (communicative processes) of the modern workplace.

it came earlier than expected, and perfect!! I had homework due the day it was suppose to come

and was scared but I could finish it on time !!! THANK YOU

It gives a good definition of the terms, and it isn't hard to read, but the author could have taken better steps to make it a bit more exciting. If you don't know how to communicate in business, it's a good book for you to check out.

Service Learning in Technical and Professional Communication (Part of the Allyn & Bacon Series in Technical Communication) Technical Communication Today: Special Edition for Society for Technical Communication Foundation Certification, Books a la Carte Edition (5th Edition) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Technical Design Solutions for Theatre: The Technical Brief Collection Volume 2 (Technical Brief Collection S) Practical Strategies for Technical Communication Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Technical Communication: A Practical Approach (8th Edition) Social Intelligence: A Practical Guide to Social Intelligence: Communication Skills - Social Skills - Communication Theory - Emotional Intelligence - Technical Introduction to the Macintosh Family (Apple technical library) The Technical Director's Toolkit: Process, Forms, and Philosophies for Successful Technical Direction (The Focal Press Toolkit Series) Technical Design Solutions for Theatre: The Technical Brief Collection Volume 1 Technical Sales Tips: Time Tested Advice for Sales Engineers, Technical Account Managers and Systems Consultants Every Page Is Page One: Topic-Based Writing for Technical Communication and the Web Confluence, Tech Comm, Chocolate: A Wiki as Platform Extraordinaire for Technical Communication Technical Communication: Process and Product (8th Edition) The Essentials of Technical Communication Technical Communication (14th Edition) Technical Communication: Process and Product (9th Edition) Technical Communication Technical Drawing for Engineering Communication