

Writing That Works Oliu Brusaw Alred

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managerial communication focuses on communication skills and strategies that managers need to be successful in today's workplace known for its holistic overview of communication and focus on managerial competencies it continues to be the market leader in the field the ninth edition provides coverage of current topics like managing hybrid and virtual teams chatgpt and artificial intelligence and empathic listening

traces the linguistic rhetorical historical cultural and economic origins of our most basic beliefs and practices for successful technical writing to initiate a reckoning about who they serve and who they harm busting the myth of the communication metaphor is a transdisciplinary approach to making visible and explaining the multiple origins of why our most basic beliefs about what makes scientific and technical writing successful are wrong ineffective and harmful these tacitly held beliefs and practices collectively called the communication metaphor stand in as symbolic for a messier more reality based understanding of how writing and communication works by starting from conventional statements made by scientists technical professionals and standard textbooks that successful technical writing is short and to the point with the facts only no opinions the book traces the histories and structures of the multiple elements of the

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cooper and schindler s business research methods offers students and instructors thorough coverage of business research topics backed by solid theory the authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text managerial decision making is the underlying theme topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions consequently the structure of the text encourages and supports completion of an in depth business research project during the semester

prepared by writing center directors the articles in this book examine the pedagogical theories of tutorial services and relate them to actual center practices the 19 articles are arranged into three categories writing center theory writing center administration and special concerns specific topics discussed in the articles include the following 1 collaborative learning 2 writing center research 3 promoting cognitive development in the writing center 4 writing centers in the two year college 5 developing a peer tutoring program 6 the handbook as a supplement to a tutor training program 7 reluctant students 8 prewriting for the laboratory 9 meeting the needs of foreign students 10 tutoring business and technical students 11 attitudes in writing center relationships 12 financial responsibility 13 form design and record management and 14 undergraduate staffing in the center a selected bibliography concludes the book fl

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