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This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Technical Communication: Process and Product, 8e by Sharon J. Gerson and Steven M. Gerson, provides a proven, complete methodology that emphasizes the writing process and shows how it applies to both oral and written communication. With an emphasis on real people and their technical communication, it provides complete coverage of communication channels, ethics, and technological advances. This edition includes information on dispersed teams, collaboration tools, listening skills, and social networking. Using before/after documents, authentic writing samples and skill-building assignments, the book provides a balance of how-to instruction with real-world modeling to address the needs of an evolving workplace.

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This modern text outlines a simple solution for producing all forms of workplace communication-one that focuses on how to effectively plan, package and perfect oral and written communication. Its accessible, four-color design is illustrated with interesting scenarios and examples featuring real people, real communication challenges and real resolutions to those challenges. With its contemporary approach, it covers trends for electronic, hard-copy and oral communication and includes substantive illustrations that show before/after samples and writer annotations. Innovative end-of-chapter exercises are designed for a variety of learners and include degree-specific assignments that reinforce career-related communication techniques.

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Emphasizes the writing process and gives readers a sound introduction to workplace communication. Unique in approach, the book is shorter than most, devoting coverage to all major topics of professional communication in an accessible and flexible style. Each chapter opens with real-life scenarios, offers before and after writing samples, includes writer's reflections and ends with application and learning exercises. Emphasizes how to transform thoughts and ideas into meaningful communications. Includes insights into why writers make certain communication decisions regarding word usage, organization, layout and tone. Emphasizes the importance of self-assessment, decision making, and techniques for solving writing-related problems. Includes information on blogs, instant messaging, Web sites, online help, email etc. A valid communication resource for all employees in any workplace.

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