



Technical Communication: A Practical Approach Plus MyWritingLab -- Access Card Package (8th Edition)

By William S. Pfeiffer, Kaye A. Adkins

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Emphasizing the connection between writing and context, *Technical Communication: A Practical Approach* 8e uses a fictional company (M-Global) and students' own school and workplace settings to introduce the common genres of technical communication. Featuring numbered guidelines and an ABC format, the book shows how to write a variety of technical documents including business proposals, white papers, scripts, research reports, digital documents and more! This edition features earlier coverage of collaboration, more on software tools, expanded ABC formats, and the innovative *MyWritingLab* for Technical

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Editorial Review

About the Author

"Sandy Pfeiffer" has spent a career in technical and professional writing. With a Ph.D. in English, he is vice president for academic affairs and a professor of English at Southern Polytechnic State University in Marietta, Georgia. His home department offers both B.S. and M.S. degrees in Technical and Professional Communication, as well as a B. A. in International Technical Communications.

Besides the "Pocket Guide," Pfeiffer has written "Technical Writing: A Practical Approach," now in its 5th edition (Prentice Hall, 2003). The book is used in colleges and universities around the country. He also wrote "Proposal Writing: The Art of Friendly Persuasion" (Merrily 1989); coauthored, with Chuck Keller, "Proposal Writing: The Art of Friendly and Winning Persuasion" (Prentice Hall, 2000); and wrote "Pocket Guide to Public Speaking" (Prentice Hall, 2002).

Since 1979, Pfeiffer has taught communication seminars to business, industry, and government groups in the United States and overseas. Sample seminar topics include Report Writing, Proposals, Oral Presentations, Effective Meetings, and Technical Editing.

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