

Practical Strategies for Technical Communication

By Mike Markel

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In *Practical Strategies for Technical Communication*, Mike Markel gives students the essentials they'll need to communicate successfully in today's workplace. The book offers concise and accessible yet thorough coverage of audience and purpose, research, style, and document design, and strategies for designing all of the major document types. For the second edition, Markel has worked with organizations to choose sample documents and annotate them with insights and advice from the employees who developed them. Throughout the text, a new set of engaging graphics provides visual explanations of key concepts.

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Editorial Review

About the Author

Mike Markel was director of technical communication at Boise State University, where he taught both undergraduate and graduate courses. The former editor of *IEEE Transactions on Professional Communication*, he is the author of numerous articles and six books about technical communication, including *Ethics and Technical Communication: A Critique and Synthesis*. His latest book is *The Reveal*, a mystery.

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