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with updates to every chapter this new fourth edition serves as the premier guide to professional writing for the naval services authored by a naval officer who taught english at two service academies the book is widely used by officers enlisted men and women and civilians in both the navy and marine corps shenk provides sound practical advice on all common naval writing assignments across digital and print platforms fully revised the book reflects the changing landscape of professional communication in general and changes in naval culture in the last decade across the fleet making it an essential guide

teaching professional and technical communication guides new instructors in teaching professional and technical communication ptc the essays in this volume provide

theoretical and applied discussions about the teaching of this diverse subject including relevant pedagogical approaches how to apply practical aspects of ptc theory and how to design assignments this practicum features chapters by prominent ptc scholars and teachers on rhetoric style ethics design usability genre and other central concerns of ptc programs each chapter includes a scenario or personal narrative of teaching a particular topic provides a theoretical basis for interpreting the narrative illustrates the practical aspects of the approach describes relevant assignments and presents a list of questions to prompt pedagogical discussions teaching professional and technical communication is not a compendium of best practices but instead offers a practical collection of rich detailed narratives that show inexperienced ptc instructors how to work most effectively in the classroom contributors pam estes brewer eva brumberger dave clark paul dombrowski james m dubinsky peter s england david k farkas brent henze tharon w howard dan jones karla saari kitalong traci nathans kelly christine g nicometo kirk st amant

this book is designed to be of value to anyone who is studying marketing whether as a subject in its own right or as a module forming part of any business related degree or diploma however it provides complete coverage of the topics listed in the edexcel guidelines for units 18 advertising and promotion in business and 20 sales planning and operations of the btec higher nationals in business revised 2010 the book contains these sections advertising and promotion sales planning and operationsfeatures include summary diagrams worked examples and illustrations activities discussion topics chapter summaries and quick quizzes all presented in a user friendly format that helps to bring the subject to life

thoroughly updated to discuss the use of tools such as skype and social media this concise volume shows how effective communication via written text and spoken presentations can positively impact project management in professional environments professional communications are the information product of all organizations and businesses based on that premise this book offers communications strategies that will benefit any organization that disseminates technical information in house and or to customers the popular work provides easy to understand and apply guidelines for designing and writing effective technical documents as well as other related communications what makes this new edition especially valuable is that it maintains the quality of information that distinguished the previous editions but is now updated to encompass current technology and trends including today s prevalent communication tools such as social media the book begins by looking at skills common to all technical writing and offering general advice on designing and writing reports next is a discussion of specific types of reports along with common problems and issues writers face finally the work overviews other forms of communications such as professional presentations the updated material also considers the growing importance of interviews and focus groups as information gathering tools the influence of visual rhetoric and the use of technologies such as skype and webinars

this edited book gathers research studies presented at the 5th international symposium on formal methods in architecture 5fma lisbon 2020 studies focus on the use of methodologies especially those that have witnessed recent developments that stem from the mathematical and computer sciences and are developed in a collaborative way with architecture and related fields this book constitutes a contribution to the debate and to the introduction of new methodologies and tools in the mentioned fields that derive from the application of formal methods in the creation of new explicit languages for problem solving in architecture and urbanism it adds valuable insight into the development of new practices solving identified societal problems and promoting the digital transformation of institutions in the mentioned fields the primary audience of this book will be from the fields of architecture urban planning civil engineering aec landscape design computer sciences and mathematics both academicians and professionals

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