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the context of topics, emphasizing for students the importance of ethics in public speaking. Speaker's Notes, brief internal summaries placed several times throughout each Chapter, reinforce learning of key principles. The seventh edition of this classic comprehensive reference is now easier to use and more thorough than ever. With up-to-date coverage of workplace technology—from e-mail, Internet research, and writing for the Web to Web forms and page design—the Handbook of Technical Writing offers expert advice for meeting the demands of online writing. Abundant "real world" examples and sample documents throughout the text provide models for effective technical communication. The book's new "five-way access" structure—the alphabetical organization, topical key to the alphabetical entries, checklist of the writing process, comprehensive index, and new topical list of figures and model documents—provides even more ways of retrieving information, faster. This edition also includes new and revised entries on research, documenting sources, brochures, formal reports, newsletters, proposals, sales letters, presentations, and visuals. With entries that have been consolidated and streamlined, and in-depth treatment of grammar, usage, and the writing skills that both students and professionals need to master, the Handbook of Technical Writing remains both an accessible and easy-to-use guide, and the quick reference faithful users have come to appreciate. This best-selling textbook returns for a seventh edition with material on the most fundamental and fascinating issues in sociology today. The authors continue their tradition of focusing on the big picture, with an emphasis on race, class, and gender in every chapter. The text continues to frame sociological debates around the major theoretical perspectives of sociology and focus on capturing students' imaginations with cutting-edge research and real-world events. The hallmark of the book continues to

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theme that learning is a biological mechanism that aids survival, this book embraces a scientific approach to behavior but is written in clear, engaging, and easy-to-understand language. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Shows how to write, debug, and run a Perl program, describes CGI scripting and data manipulation, and describes scalar values, basic operators, and associative arrays. WHATS IN IT FOR ME? Information technology lives all around us—in how we communicate, how we do business, how we shop, and how we learn. Smart phones, iPods, PDAs, and wireless devices dominate our lives, and yet it's all too easy for students to take information technology for granted. Rainer and Turban's Introduction to Information Systems, 2nd edition helps make Information Technology come alive in the classroom. This text takes students where IT lives—in today's businesses and in our daily lives while helping students understand how valuable information technology is to their future careers. The new edition provides concise and accessible coverage of core IT topics while connecting these topics to Accounting, Finance, Marketing, Management, Human resources, and Operations, so students can discover how critical IT is to each functional area and every business. Also available with this edition is WileyPLUS – a powerful online tool that provides instructors and students with an integrated suite of teaching and learning resources in one easy-to-use website. The WileyPLUS course for Introduction to Information Systems, 2nd edition includes animated tutorials in Microsoft Office 2007, with iPod content and podcasts of chapter summaries provided by author Kelly Rainer. Revised and updated with the latest information in the field, the Fifth Edition of best-selling Computer Science Illuminated

continues to provide students with an engaging breadth-first overview of computer science principles and provides a solid foundation for those continuing their study in this dynamic and exciting discipline. Authored by two of today's most respected computer science educators, Nell Dale and John Lewis, the text carefully unfolds the many layers of computing from a language-neutral perspective, beginning with the information layer, progressing through the hardware, programming, operating systems, application, and communication layers, and ending with a discussion on the limitations of computing. -- Provided by publisher. The Publication Manual of the American Psychological Association is the style manual of choice for writers, editors, students, and educators in the social and behavioral sciences, nursing, education, business, and related disciplines. The Natural Speaker is a friendly step-by-step guide to public speaking that explores the fundamental skills necessary to present a natural and rewarding speech to any audience. By providing an overview of speech construction, practice, and delivery, this book is designed to enhance and improve upon students' natural strengths. Featuring a warm and humorous writing style, The Natural Speaker illustrates the concepts and skills required for enjoyable public speaking, and Randy Fujishin invites readers to view speaking as a life-long journey. This tenth edition features a new chapter on speaking in online contexts, including leading or participating in online meetings, using digital presentation tools, and guidelines for effective online PowerPoint presentations, as well as additional focus on intercultural considerations and new Internet student activities at the end of each chapter. This book serves as an accessible core textbook for Public Speaking and Introduction to Communication courses and also provides guidance for individual readers and public speaking workshops. Online resources include an instructor's

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