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Technical Communication, 13th Edition; Digital. Paper. About the Author(s) John Lannon is Professor Emeritus and former Director of Writing at the University of Massachusetts Dartmouth, where he developed the undergraduate major in professional writing and later co-developed the M.A. program in professional writing.

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The main point in this chapter is that all professional writing is done for specific readers in specific situations, to communicate information that readers will use. The writer's primary purpose is not to express personal feelings or opinions—or simply to transmit factual information; instead, the writer's purpose is to shape that information for the particular uses of a specific audience.

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This report is based on an exhaustive review of the published literature on the definitions, measurements, epidemiology, economics and interventions applied to nine chronic conditions and risk factors.

With a new evolutionary theme, Petri's book covers the biological, behavioral, and cognitive explanations for human motivation. The advantages and drawbacks to each of these explanations are presented, allowing students to draw their own conclusions. Students want to know why they behave the way they do. To help students understand the processes that activate their behavior, Petri uses examples drawn from such contemporary topics as sexual behavior, aggression, eating disorders, and obesity to capture and keep students interested. To help students master and retain the information covered, this edition builds upon the text's simple and direct language with expanded pedagogy including preview questions at the beginning of every chapter, end of chapter summaries, key terms, Web links, and suggestions for further reading.

Writing in the Technical Fields is a concise guide that introduces students to the elements of technical writing. Using clear, direct language and easy-to-follow principles, this second edition teaches students how to approach a wide range of fundamental concepts - including planning and editing documents, collaborative writing, and delivering engaging presentations - and helps them develop the skill and confidence needed to succeed as effective writers and communicators in the workplace.

Eleventh Edition, provides in-depth coverage of the physics of sound; the anatomy of the auditory system; the causes and treatment of hearing and balance disorders; and the relevant diagnostic and therapeutic techniques for these disorders. Now including a new chapter on clinical masking as well as new internet resources, this leading text continues to emphasize the proper evaluation of hearing disorders and the treatment avenues available for these disorders. The new edition of this textbook also includes expanded sections on the management of auditory processing disorders, the role of the audiologist in vestibular management, and the role of the audiologist in the counseling process.

Revised edition of: World of the cell / Wayne M. Becker [and others]. 7th ed.

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