



Technical Communication: Process and Product (8th Edition)

By Sharon Gerson, Steven Gerson

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Technical Communication: Process and Product, 8e by Sharon J. Gerson and Steven M. Gerson, provides a proven, complete methodology that emphasizes the writing process and shows how it applies to both oral and written communication. With an emphasis on real people and their technical communication, it provides complete coverage of communication channels, ethics, and technological advances. This edition includes information on dispersed teams, collaboration tools, listening skills, and social networking. Using before/after documents, authentic writing samples and skill-building assignments, the book provides a balance of how-to instruction with real-world modeling to address the needs of an evolving workplace.

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Editorial Review

About the Author

Sharon J. Gerson and Steven M. Gerson are dedicated career professionals who have a combined total of over 80 years teaching experience at the college and university level. They have taught technical writing, business writing, professional writing, and technical communication to thousands of students, attended and presented at dozens of conferences, written numerous articles, and published several textbooks, including *The Red Bridge Reader* (third edition, co-authored by Kin Norman), *Writing That Works: A Teacher's Guide to Technical Writing* (second edition), *Workplace Communication: Process and Product* (first edition), and *Workplace Writing: Planning, Packaging, and Perfecting Communication* (first edition).

In addition to their academic work, Sharon and Steve are involved in business and industry through their business, Steve Gerson Consulting. In this business, they have worked for companies such as Sprint, AlliedSignal—Honeywell, General Electric, JCPenney, Avon, the Missouri Department of Transportation, H&R Block, Mid America Regional Council, and Commerce Bank. Their work for these businesses includes writing, editing, and proofreading many different types of technical documents, such as proposals, marketing collateral, reports, and instructions.

Steve also has presented hundreds of hands-on workshops on technical/business writing, business grammar in the workplace, oral presentations in the workplace, and business etiquette. Over 10,000 business and governmental employees have benefited from these workshops. For the past decade, Steve has worked closely with K—12 teachers. He has presented many well-attended, interactive workshops to give teachers useful tips about technical writing in the classroom.

Both Steve and Sharon have been awarded for teaching excellence and are listed in *Who's Who Among America's Teachers*. Steve is a Society for Technical Communication Fellow. In 2003, Steve was named Kansas Professor of the Year by the Carnegie Foundation for the Advancement of Education.

Their wealth of experience and knowledge has been gathered for you in this eighth edition of *Technical Communication: Process and Product*.

Users Review

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