TECHNICAL COMMUNICATION NINTH EDITION   **JOHN M. LANNON**

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The best-selling text of its kind, Lannon's *Technical Communication*, Ninth Edition, **is the premier text for introductory technical communication, combining a pragmatic and accessible approach to the subject with attention to the latest developments in the field.**

Addressing a wide range of interests for classes in which students from a variety of majors are enrolled, *Technical Communication*, Ninth Edition, combines practical applications with clear writing and examples. Rhetorical principles are explained, illustrated, and applied to an array of documents, from brief memos and summaries to formal reports and proposals. Coverage of such topics as document design, electronic communication, and oral presentations reflect the realm of technical communication today. Exercises, incorporated throughout the text, enable students to better understand the skills necessary both in college and in the workplace. New "Tech Comm in the News" features focus on current topical issues in the field while a series of integrated Web icons provide students with a new way to access valuable additional information on the text's Companion Website.

Long the standard in the industry, *Technical Communication* Ninth Edition, continues to lead in its treatment of the issues which confront students in today's technical communication classes from managing collaborative groups to designing pages for the World Wide Web.

Features

- **Concise, pragmatic approach.** Many of the newer books in the field propose some kind of theoretical approach. Lannon treats technical communication as a concrete problem-solving activity in a concise, accessible manner rather than foregrounding some particular theoretical orientation up front.
- *TECHNOLOGY ADVANTAGE* **- Comprehensive coverage of computers and the Internet** as used in technical communication reflects current trends in technology.
- *TECHNOLOGY ADVANTAGE* **- Chapter 20, Web Pages and Other Electronic Documents,** guides students in creating Web sites and other electronic documents. The chapter also includes introductions to hypertext, HTML, and usability criteria.
- **Chapter 6, Working in Teams,** offers guidelines and strategies for successful collaboration, discusses sources and management of conflict, explores creative thinking and listening, and provides an emphasis on computer-mediated and Internet collaboration. Collaborative projects are also featured throughout the text.