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| Autore                  | Hirsch Herbert L.   |
| Titolo                  | Essential communication strategies for scientists, engineers, and technology professionals // Herbert L. Hirsch   |
| Pubbl/distr/stampa      | Piscataway, New Jersey : , : IEEE Press, , c2003<br>[Piscataway, New Jersey] : , : IEEE Xplore, , [2005]  |
| ISBN                    | 1-280-26495-0<br>9786610264957<br>0-470-23921-2<br>0-471-66089-2<br>0-471-72294-4   |
| Edizione                | [2nd ed.]   |
| Descrizione fisica      | 1 online resource (201 p.)  |
| Altri autori (Persone)  | HirschHerbert L   |
| Disciplina              | 302.20245<br>620/.001/4   |
| Soggetti                | Communication of technical information<br>Communication   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Includes index.<br>First ed.: The essence of technical communication for engineers, 2000.   |
| Nota di contenuto       | Introduction to the art of communication -- The written document: Prose and panic: Planning the document -- Acquiring a healthy writing attitude -- Producing the document -- The formal presentation: Dissertation or disaster: Planning the presentation -- Acquiring the successful presentation attitude -- Conducting the presentation -- The informal discussion: Meetings and mishaps: Planning for the meeting -- Acquiring a meeting attitude -- Participating in the meeting -- Cross-culture communication: Bridging the gap: Understanding a communication culture gap -- Writing for any readership -- Presenting to any audience -- Meeting with anyone or any group -- Conclusion. |
| Sommario/riassunto      | Learn the tricks-of-the-trade of becoming a great technical communicator Remember when you were an undergraduate and freshman composition seemed so irrelevant to your life? After all, you were going to conquer the world with technological know-how. Your spellcheck software would handle the details. Now that you're a   |

professional - pitching an idea, vying for a contract or grant, or  
presenting at a meeting - getting your point across effectively suddenly  
seems pretty essential for success, doesn't it? Fear not. This light-  
hearted text, brimming with proven techniques, good advice, and real-

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