

Key Tools of WRITING & RESEARCH

A Guide for the Student Writer



The author
The book
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The author



„Writing is a process. Once the student discovers the tools of writing, the job of writing is now much easier.“

Instructor and Researcher

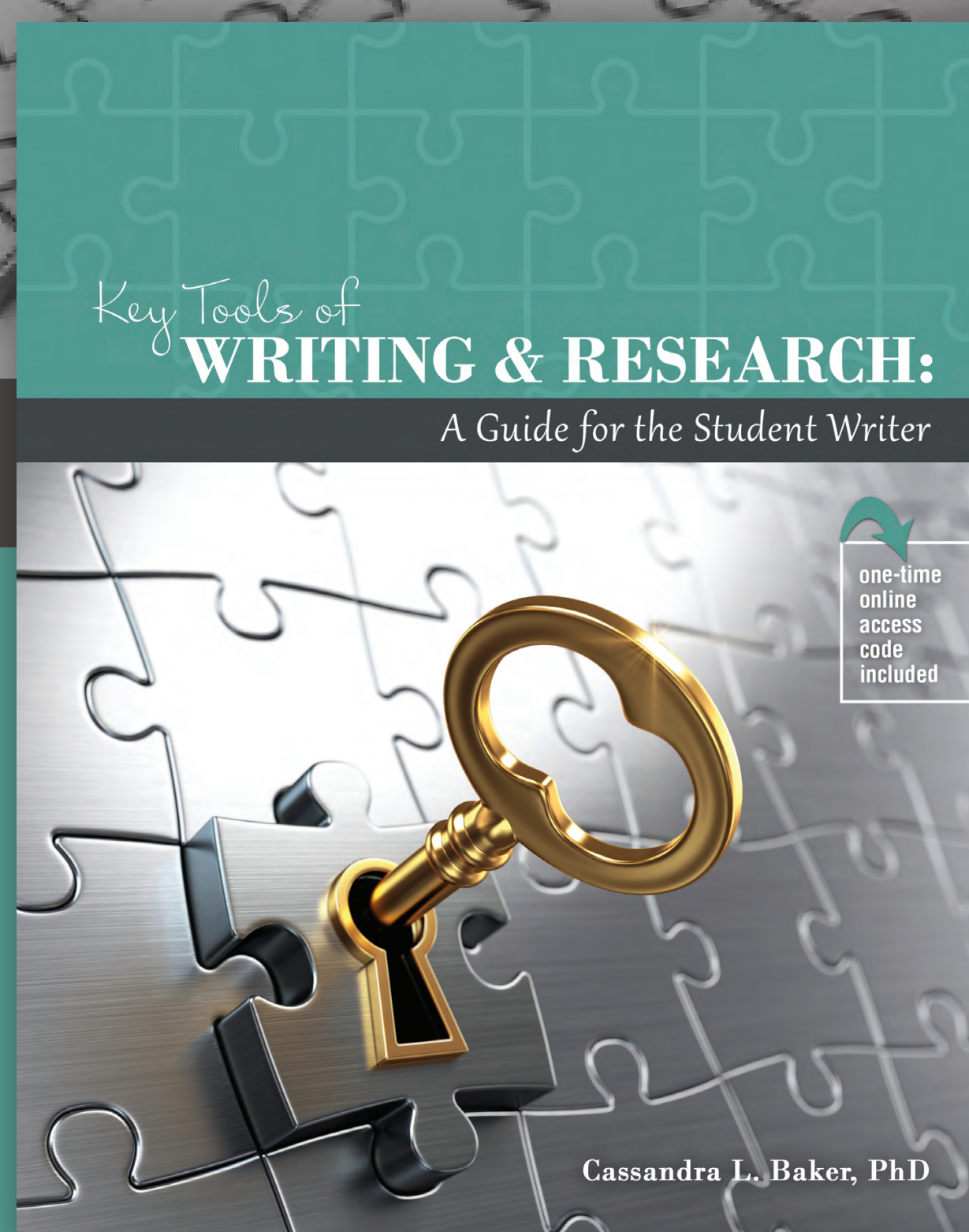
Cassandra Baker, Ph.D. is an instructor of business management at Gwinnett Technical College. Dr. Baker previously worked in the school of business and school of humanities teaching various business courses at the graduate and undergraduate level, writing and research at University of Phoenix. Prior to joining academia, Cassandra spent 15 years with Ford Motor Company and Volvo Cars of North America. She is a highly accomplished executive with experience in franchise management, organization management, financial management, and strategic planning within marketing sales & service.

International Executive Experience

Cassandra has held various executive positions within Ford and Volvo starting with Dealer Development, and then moving on to Business Management, Best Practices & Process Development, ISO Lead Auditor, Market Representation and



The Book



Key Tools of Writing and Research is a guide for the student on writing effective academic papers. Written in easy-to-understand language, this text takes a practical view to writing and research. This book can be used by students and professionals or by those who would like to improve their writing and research skills.



A companion website provides presentations, discussion questions, a glossary, a checklist, and web links that are featured in the text.

This book takes a quality-management approach to writing, using proven tools and applying these tools to the writing process. Throughout the book, the author uses tools such as SWOTT analysis, fishbone diagrams, and force-field analysis to enhance the writing process. Within this book, a writer will learn:

- Significance of academies assets.
- Importance of contingency planning.
- Synthesis of rhetorical modes with quality-management tools.
- Analysis of an outline.
- Internet searching using special syntaxes.
- Differences between aggregators, databases, portals, and more!

„It is so easy and helpful wish I had it sooner.“

Changing quotes horizontal rotation

„The book is amazing, I have shared information from the book with family and friends.“



„I loved the book and find its resource valuable as I continue to refer to it throughout my college experience.“

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Where to purchase



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Contact



Cassandra.baker84@gmail.com



Zoom meetings by appointment



Skype ID: cassandra.baker