1. **About the Author**

Intructor 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 Network Project Management.  Cassandra took her experience overseas, working in the United Kingdom, Sweden, and China.  During her time in Europe she worked with national sales companies and dealers in European Union Accession countries creating project plans to help dealers become profitable.

Academical Degrees

Cassandra holds a PhD in Organization and Management from Capella University, Master of Business Administration from Brenau University and a B.S. in Business Administration from Shorter University. Her continuing education background includes professional training as Six Sigma Black Belt and Green Belt, Certified Sarbanes-Oxley, ISO Lead Auditor and Team Leader Myers-Brigg Certification. Dr. Baker owner Sugar Hill Research & Consulting and the author of Key Tools of Writing and Research: A Guide for the Student Writer on her belief in sharing knowledge and assisting students and organizations in achieving their goals can create win-win situations for all involved.

1. **About 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.

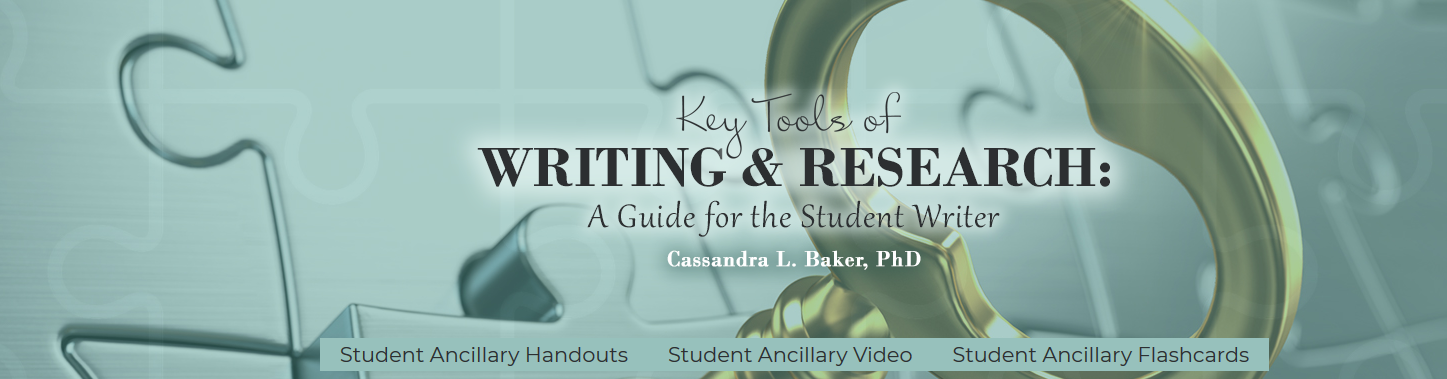
This book takes a quality-management approach to writing, using proven tools and applying these tools to the writing process. Throughout the book, the author uses tools such as SWOTT analysis, fishbone diagrams, and force-field analysis to enhance the writing process. Within this book, a writer will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

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

1. **Link to Ancillary Material**

<https://www.khpcontent.com/>



1. **Where to Purchase**



<https://www.bkstr.com/gwinnetttechnicalstore/product/key-tools-of-writing-and-326539-1>

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