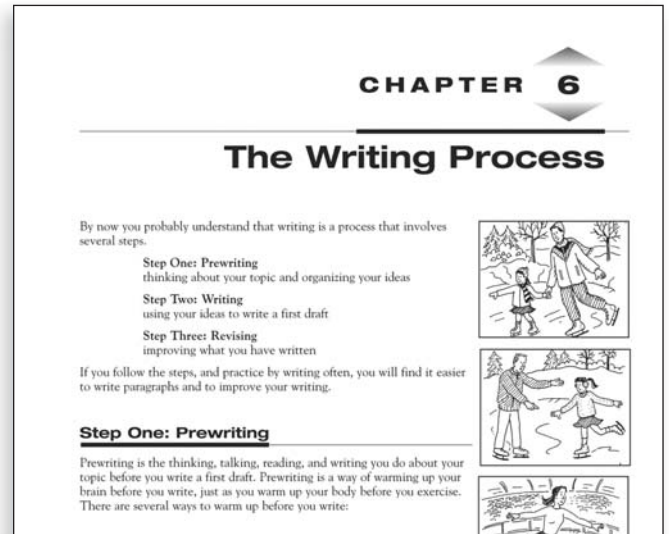


▼ Step-by-step instruction guides students through the skills and strategies to master writing competency.



Ready to Write Series

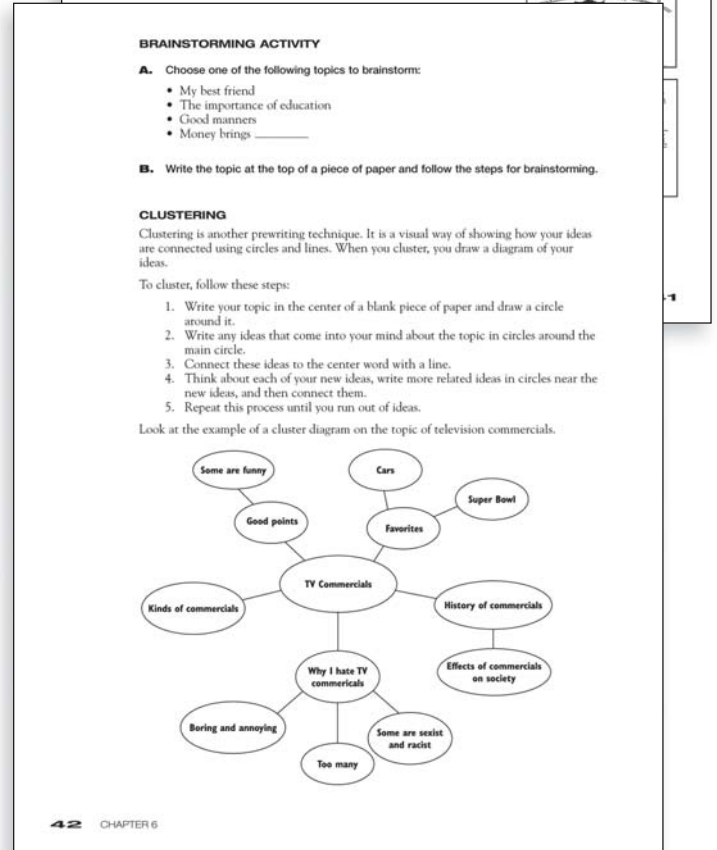
Karen Blanchard and Christine Root

Beginning – High-Intermediate

The *Ready to Write* series bridges the gap between personal and academic writing. This easy-to-teach series provides basic writing instruction as well as dependable strategies and many opportunities for students to write.

The series features:

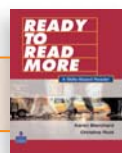
- Organizational principles that include topic sentences, unity and coherence, making and supporting a point, clear transitions, and introductory and concluding paragraphs.
- Application of these organizational principles to major rhetorical forms including: classification, cause and effect, comparison and contrast, and problem and solution essays.
- Extensive practice includes prewriting, drafting, revision, and editing.
- Interactive activities and individual writing tasks generate student interest.
- Error correction and editing practice.



▲ Task-based approach encourages writing with a purpose.

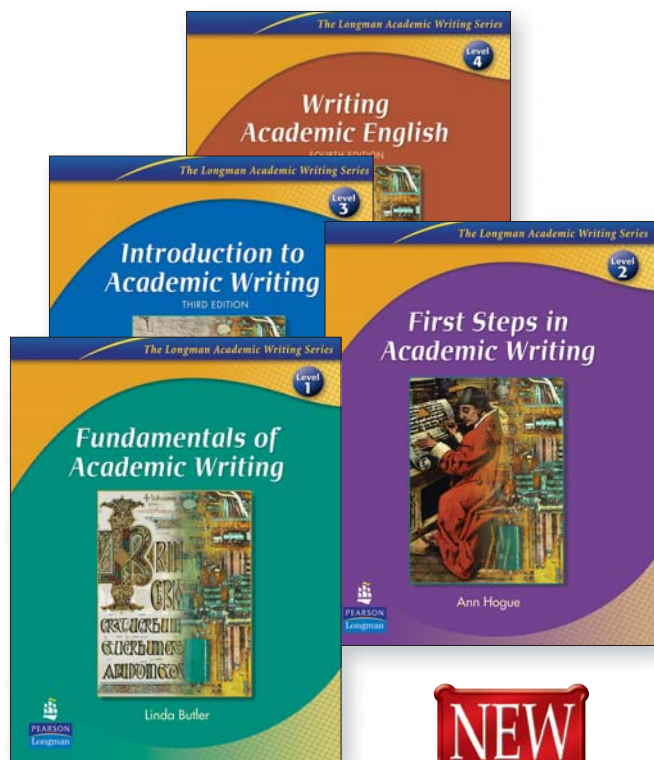


Ready to Read series, see page 86.



LOOK!

For Pricing & ISBNs, see page 108.



NEW

Longman Academic Writing Series

Books 1–4

Fundamentals of Academic Writing **NEW**

Linda Butler

First Steps in Academic Writing

Ann Hogue

Introduction to Academic Writing **NEW**

Ann Hogue and Alice Oshima

Writing Academic English

Ann Hogue and Alice Oshima

Beginning – Advanced

This best-selling series sets the standard for clear and comprehensive instruction. These books give students the pedagogical support to quickly improve their writing and give students the tools for academic success.

The series features:

- Extensive practice in prewriting, drafting, revising, and editing.
- Numerous models and practice opportunities.
- Clear, step-by-step instruction in the conventions of paragraph and essay writing.
- Rigorous development of sentence structure, grammar, and mechanical skills.
- Thought-provoking readings from authentic sources.
- Self-editing and peer-editing worksheets.
- Appendices with relevant reference materials for students and teachers.

CHAPTER 9 Essay Organization

Organization

- Three Parts of an Essay
- The Introductory Paragraph
- Body Paragraphs
- The Concluding Paragraph
- Transitions Between Paragraphs
- Essay Outlining

By now, you know how to write a well-organized and well-developed paragraph. Writing an **essay** is no harder than writing a paragraph. An essay is just longer, so you have to plan it more carefully.

Chapter 9 | Essay Organization 147

Organization

Three Parts of an Essay Study the diagram and notice how the three parts of a paragraph correspond to the three parts of an essay.

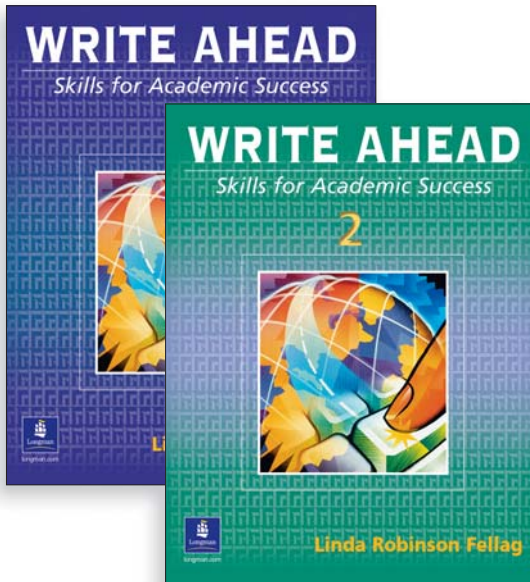
Paragraph	Essay
Topic sentence	I. Introduction General statements Thesis statement
A. Support	II. Body A. Topic sentence 1. Support 2. Support 3. Support (Concluding sentence) B. Topic Sentence 1. Support 2. Support 3. Support (Concluding sentence) C. Topic sentence 1. Support 2. Support 3. Support (Concluding sentence)
B. Support	
C. Support	
Concluding sentence	III. Conclusion Restatement or summary of the main points; final comment

*Concluding sentences for body paragraphs in an essay are not always necessary, especially when the ideas in consecutive paragraphs are closely related.

From *Introduction to Academic Writing*

LOOK!

For Pricing & ISBNs, see page 108.



Write Ahead Series

Skills for Academic Success
Books 1 and 2

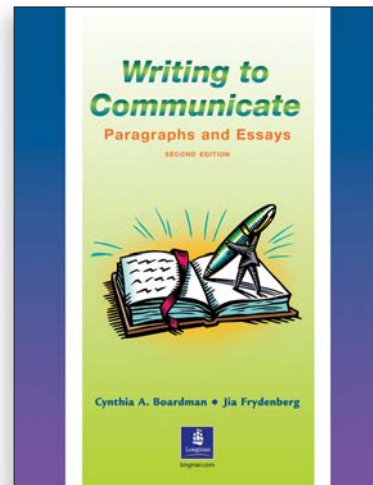
Linda Robinson Fellag

High-Beginning – Intermediate

The *Write Ahead* program immerses students in the writing process, with themes and activities geared to the interests and grammatical and vocabulary proficiencies of a new generation of learners. Each writing assignment demonstrates how to gather and organize ideas, revise drafts, and identify language errors.

Features:

- Thematic readings.
- Accessible language presentation.
- Numerous models.
- A wealth of student-centered and self-study activities.
- Special attention given to typical errors including spelling, punctuation, and grammar.
- Journal writing.



Writing to Communicate

Paragraphs and Essays
Second Edition

Cynthia A. Boardman
and Jia Frydenberg

Intermediate

With a combined process and product approach, *Writing to Communicate* helps students progress from the basics of paragraph writing to the development of full-length essays. The text's models and exercises help students generate content and build vocabulary for their writing.

Features:

- Prewriting exercises.
- Group assignments, graphic organizers, paragraph checklists, and peer help worksheets.
- Sections on mechanics.
- Appendices on writing under time pressure, the university application essay, paragraph formatting on a computer, punctuation, and common linking words.

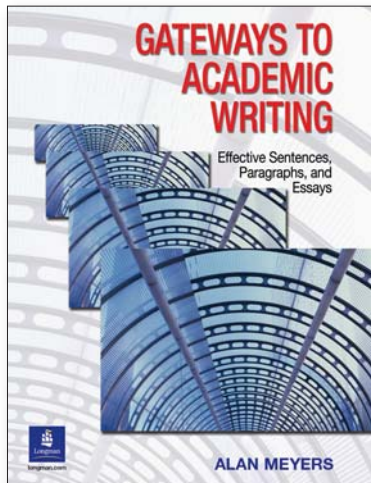
Contents

Introduction to Academic Writing • Types of Paragraphs • Organization of Paragraphs • Coherence and Cohesion • Unity and Completeness • From Paragraph to Essay • The Thesis Statement • The Introductory Paragraph • The Concluding Paragraph • Body Paragraphs • Process • Classification • Cause and Effect • Comparison and Contrast



Read Ahead series, see page 86.

LOOK! For Pricing & ISBNs, see page 108.



Gateways to Academic Writing

Effective Sentences, Paragraphs, and Essays

Alan Meyers

High-Intermediate – Advanced

Gateways to Academic Writing is a fully integrated writing program that bridges ELL and mainstream classes. Student-centered and comprehensive, the text covers the elements of composition, sentence structure, and grammar.

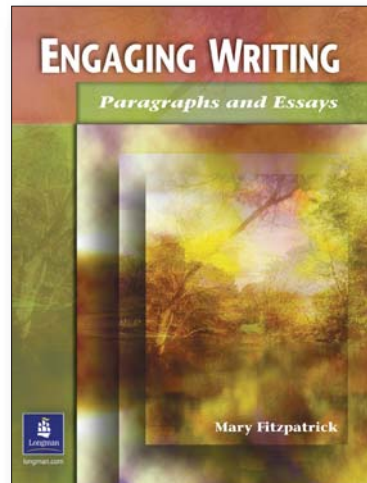
Features:

- Easy-to-use four-part structure includes the writing process, rhetorical organization, grammar and sentence structure, and editing practice.
- Examples of professional and student writing provide students with meaningful models.
- Exercises and examples are thematically focused on a variety of topics, including interesting facts about people, places, historical events, and animals.
- Visual aids include outlines and diagrams, and unit-ending “Outlines for Success” that summarize essential chapter points.
- Nine additional readings provide examples of rhetorical modes, practice in close reading, questions for analysis, and writing prompts.

Contents

Developing Your Writing Skills • Writing Types of Paragraphs • Gateways to Grammar and Structure • Editing with Care • Additional Readings • Appendices

LOOK! For Pricing & ISBNs, see page 108.



Engaging Writing

Paragraphs and Essays

Mary Fitzpatrick

High-Intermediate – Advanced

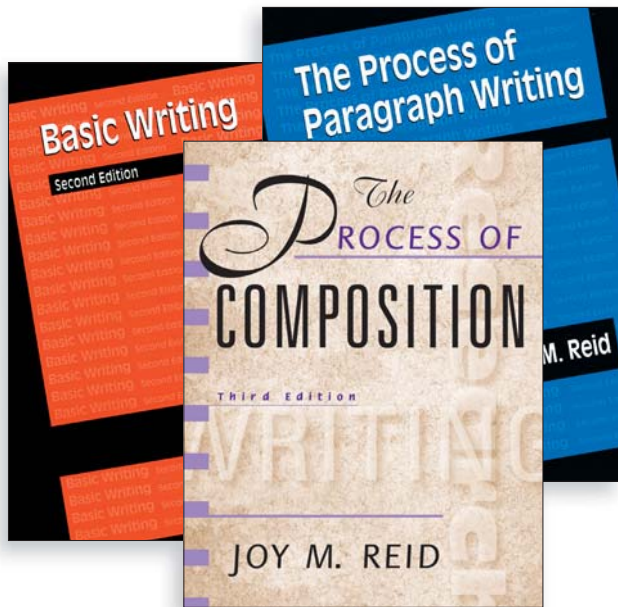
Engaging Writing is a student-centered text that emphasizes the revision process allowing students to apply newly developed skills to their own work. Each chapter leads students into a structured writing assignment and provides practice in all skill areas as well as instruction in grammar. College-level themes prepare students to make the transition to mainstream courses.

Features:

- Thought-provoking readings stimulate discussion and provide clear direction for writing.
- Prewriting activities include brainstorming, outlining, and drafting in the context of case studies.
- Guided activities help students gain fluency and accuracy in their writing.
- **Review and Revise Boxes** show students how to look critically at their writing as they revise.
- Appendices include a review of grammar and mechanics with exercises and a guide to citation and summarizing.

Contents

Possessions (Description) • Passages (Narration) • Memory (Exemplification) • Culture, Identity, and Homeland (Logical Division) • Full Pockets, Empty Pockets (Cause and Effect) • Marriage and Family (Comparison/Contrast) • Teamwork (Classification) • The Science of Everyday Life (Definition) • From School to Work (Argumentation) • Appendices: Grammar, Mechanics, Reference, and Peer Review Forms



Reid Academic Writing Series

Basic Writing

Second Edition

The Process of Paragraph Writing

Second Edition

The Process of Composition

Third Edition

Joy M. Reid

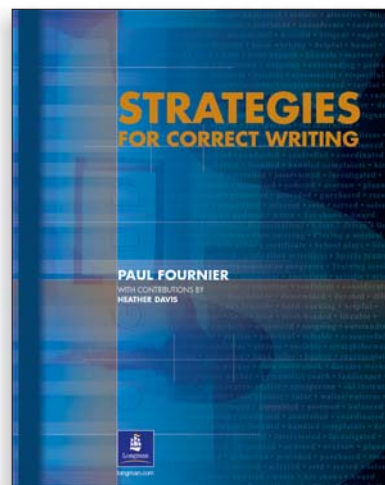
Beginning – Advanced

This series takes students from beginning-level instruction on basic sentence structure through the development and production of advanced academic papers.

Examples of student compositions, written by native and non-native speakers of English, as well as pair and group work enrich all three levels.

Features:

- Extensive step-by-step practice in all processes of academic writing, from generating ideas through prewriting and organizing information, to editing and revising, to the finished paper.
- A reading-writing approach to build student background knowledge.
- Instruction on the use of the Internet for research.



Strategies for Correct Writing

Paul Fournier

High-Intermediate – Advanced

This task-based text breaks down the essentials of writing into easy-to-identify components. Through models, activities, and real-life samples, students learn to recognize, edit, and correct errors in their own writing.

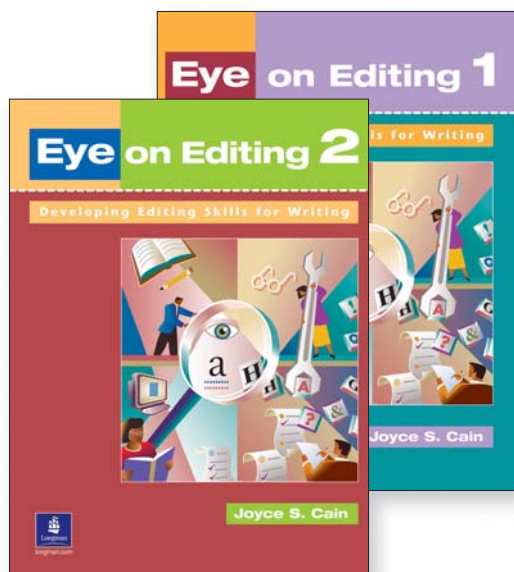
The text's unique **Blueprint Boxes** serve as templates, allowing students to see what is missing from their writing and ensuring a clear, coherent structure.

Features:

- Real-life tasks provide practice in defining, comparing, examining cause and effect, and explaining a process.
- Models of appropriate writing — letters, essays, and reports — combine with real-life examples to provide meaningful contexts.
- Problem-probe activities contrast various writing models to help students identify areas for improvement.
- Easy-to-use correction codes help students identify and correct common problems.

LOOK!

For Pricing & ISBNs, see page 108.



Eye on Editing Series

Developing Editing Skills for Writing
Books 1 and 2

Joyce S. Cain

Intermediate – High-Intermediate

This two-level series is designed for writers who are often unable to identify and correct common grammatical inaccuracies in their own work.

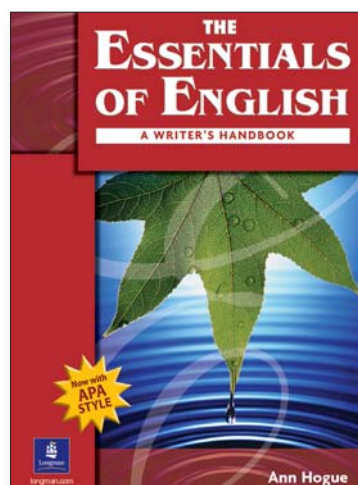
Students develop solid editing skills as they work through a diagnostic pretest, grammar explanations with easy-to-read charts, a progression of increasingly challenging editing exercises, and guided writing tasks. The final chapter's editing exercises require students to integrate all the skills they have learned.

Contents – Book 1

Present Time Tenses • Past Time Tenses • Subject-Verb Agreement • Expressing Future Time • Time Shifts and Tense • Count and Noncount Nouns • Articles and Other Determiners • Pronouns • Modals • Verb Forms, Gerunds, and Infinitives • Word Forms • Extra Editing Practice • Appendices

Contents – Book 2

Tenses and Time Shifts • Modals • Nouns and Determiners • The Passive Voice • Coordination and Parallel Structure • Adjective Clauses • Adverb Clauses • Conditionals • Noun Clauses • Word Order • Appendices



The Essentials of English

A Writer's Handbook

Ann Hogue

Intermediate – Advanced

"...so wonderfully concise yet comprehensive, and the explanations are clear, thorough, and accessible. I love it!"

Laura Jensen

North Seattle Community College
Seattle, WA

From grammar and punctuation to the creation of essays, *The Essentials of English* is a must-have reference tool for today's writer.

Each part focuses on a single topic, building from sentence structure and mechanics to writing, revising, and proper formatting.

Students also learn how to write a research paper in the MLA and APA styles.

Features:

- Clear and concise explanations and examples.
- Practical guide to documentation and research.
- Models of academic papers, emails and business documents.
- Guidance on using computers for writing.
- 8 tabbed sections include: The Basics, Clear Sentences, Grammar, Punctuation, Mechanics, Writing and Revising, Formats, Research Papers, and Reference Lists.

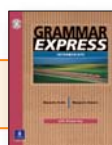
Exercises to Accompany the Essentials of English provides additional practice related to the writing process.



www.longman.com/essentials

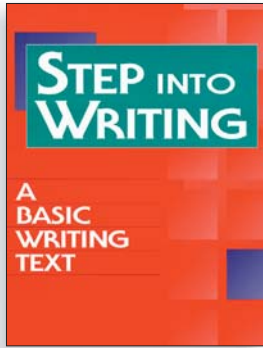


Grammar Express Intermediate, see page 57.



LOOK!

For Pricing & ISBNs, see page 108.



Step into Writing

A Basic Writing Text

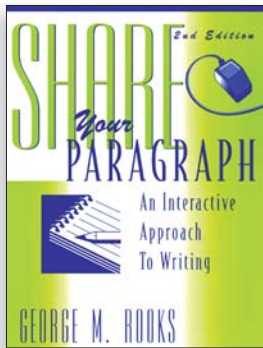
Margaret Bonner

Beginning – Low-Intermediate

Step into Writing provides students with a dependable process for achieving success in a variety of writing tasks. Each chapter centers on a rhetorical task and follows a consistent skill-building format including controlled and free writing, revising, and editing.

Features:

- Brainstorming and organization strategies such as idea mapping, interviewing, and writing from notes.
- Rhetorical strategies of narration, description, process, and persuasion.



Share Your Paragraph

An Interactive Approach to Writing
Second Edition

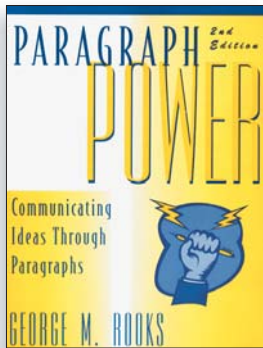
George M. Rooks

High-Beginning – Low-Intermediate

Share Your Paragraph engages students in the process approach to writing. Each unit focuses on thinking, prewriting, sharing, and editing for grammar and punctuation. The students' own paragraphs become the central focus of the writing class, and emphasis on verb tenses in each unit makes the text ideal for use in a grammar class.

Features:

- Thought-provoking photographs activate students' prior knowledge and allow for self-expression.
- Pairwork activities help students develop ideas for writing.



Paragraph Power

Communicating Ideas Through Paragraphs
Second Edition

George M. Rooks

High-Intermediate

Paragraph Power guides students through an intensive exploration of paragraph structure and development. Through analysis of new model paragraphs, peer- and self-editing, and critical thinking exercises, students develop skills for clear and effective academic writing.

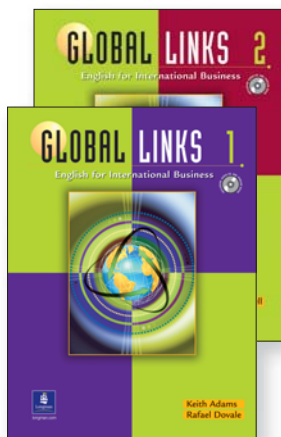
Features:

- Prewriting questions and conversational topics to stimulate speaking and critical thinking skills.
- Checklists are designed to help students make critical evaluations of their paragraphs at each step in the editing process.



Pricing/ISBNs – Writing

Title	13-Digit ISBN	10-Digit ISBN	Price
ENGAGING WRITING			
Student Book	978-0-13-140889-0	0-13-140889-5	\$ 28.75
Teacher's Manual	978-0-13-140890-6	0-13-140890-9	\$ 11.00
THE ESSENTIALS OF ENGLISH			
Book	978-0-13-150090-7	0-13-150090-2	\$ 29.75
Workbook	978-0-13-183037-0	0-13-183037-6	\$ 11.25
EYE ON EDITING SERIES			
Book 1	978-0-201-62132-7	0-201-62132-0	\$ 20.00
Book 2	978-0-201-62134-1	0-201-62134-7	\$ 20.00
GATEWAYS TO ACADEMIC WRITING			
Student Book	978-0-13-140888-3	0-13-140888-7	\$ 29.95
Answer Key	978-0-13-191579-4	0-13-191579-7	FREE
LONGMAN ACADEMIC WRITING SERIES: FUNDAMENTALS OF ACADEMIC WRITING			
Text	978-0-13-199557-4	0-13-199557-X	\$ 27.95
Answer Key	978-0-13-613390-2	0-13-613390-8	FREE
FIRST STEPS IN ACADEMIC WRITING			
Text	978-0-201-83410-9	0-201-83410-3	\$ 27.95
Answer Key	978-0-201-67026-4	0-201-67026-7	FREE
INTRODUCTION TO ACADEMIC WRITING, THIRD EDITION			
Text	978-0-13-193395-8	0-13-193395-7	\$ 27.95
Answer Key	978-0-13-241028-1	0-13-241028-1	FREE
WRITING ACADEMIC ENGLISH, FOURTH EDITION			
Text	978-0-13-152359-3	0-13-152359-7	\$ 27.95
Answer Key	978-0-13-194701-6	0-13-194701-X	FREE
READY TO WRITE SERIES: GET READY TO WRITE, SECOND EDITION			
Text	978-0-13-194635-4	0-13-194635-8	\$ 22.75
Answer Key	978-0-13-198779-1	0-13-198779-8	FREE
READY TO WRITE, THIRD EDITION			
Text	978-0-13-042463-1	0-13-042463-3	\$ 22.75
Answer Key	978-0-13-111780-8	0-13-111780-7	FREE
READY TO WRITE MORE, SECOND EDITION			
Text	978-0-13-048468-0	0-13-048468-7	\$ 22.75
Answer Key	978-0-13-184922-8	0-13-184922-0	FREE
REID ACADEMIC WRITING SERIES: BASIC WRITING, SECOND EDITION			
Text	978-0-13-353657-7	0-13-353657-2	\$ 25.50
Teacher's Manual	978-0-13-518747-0	0-13-518747-8	FREE
THE PROCESS OF PARAGRAPH WRITING, SECOND EDITION			
Text	978-0-13-101205-9	0-13-101205-3	\$ 26.00
Teacher's Manual	978-0-13-181421-9	0-13-181421-4	FREE
THE PROCESS OF COMPOSITION, THIRD EDITION			
Book	978-0-13-021317-4	0-13-021317-9	\$ 29.50
Teacher's Manual	978-0-13-021318-1	0-13-021318-7	\$ 16.50
PARAGRAPH POWER, SECOND EDITION			
Text	978-0-13-660754-0	0-13-660754-3	\$ 32.00
Teacher's Guide	978-0-13-660788-5	0-13-660788-8	FREE
SHARE YOUR PARAGRAPH, SECOND EDITION			
Text	978-0-13-660796-0	0-13-660796-9	\$ 23.25
Teacher's Guide	978-0-13-660804-2	0-13-660804-3	FREE
STEP INTO WRITING			
Text	978-0-201-59265-8	0-201-59265-7	\$ 18.75
STRATEGIES FOR CORRECT WRITING			
Book	978-0-13-178742-1	0-13-178742-X	\$ 23.50
WRITE AHEAD SERIES			
Book 1	978-0-13-027256-0	0-13-027256-6	\$ 25.50
Book 2	978-0-13-027258-4	0-13-027258-2	\$ 25.50
WRITING TO COMMUNICATE, SECOND EDITION			
Book	978-0-13-027254-6	0-13-027254-X	\$ 27.50



Global Links

English for International Business

Keith Adams and Rafael Dovale, Level 1
Angela Blackwell, Level 2

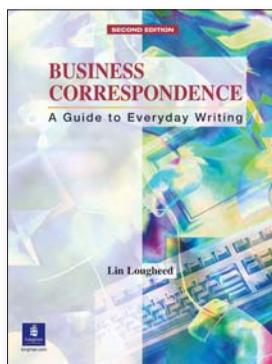
False-Beginning – Low-Intermediate

With an emphasis on speaking and listening, *Global Links* meets the needs of low-level students while acknowledging the high level of sophistication that businesspeople bring to their study of English.

Authentic texts, documents, graphs, and charts offer realistic practice models, while the text's international focus provides relevant cultural information.



www.longman.com/globallinks



Business Correspondence

A Guide to Everyday Writing
Second Edition

Lin Lougheed

Low-Intermediate

This text introduces students to the formats and approaches of office communication. Extensive practice includes grammar and punctuation exercises. Students are exposed to real-life language in real-life situations.

Market Leader

David Cotton, David Falvey, and Simon Kent

Beginning – High-Intermediate

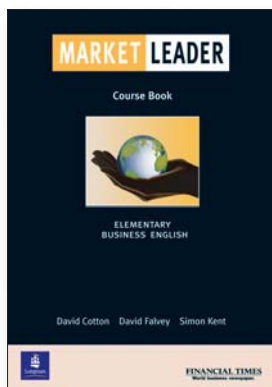
Developed in association with the *Financial Times*, *Market Leader* is the definitive business English course, with flexible, up-to-date materials reflecting today's dynamic business environment.

This series develops language skills, expands vocabulary, and increases students' grasp of business concepts.

- Topics include ethics, globalization, branding, leadership, and innovation.
- Material drawn from a wide range of sources and supported by exercises and case studies.



www.market-leader.net



Making Business Decisions

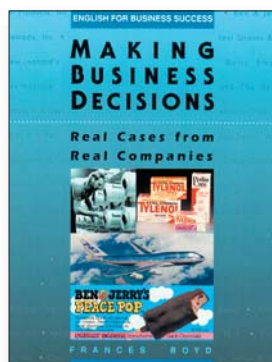
Real Cases from Real Companies

Frances Boyd

Advanced

Working with real case studies of successful American companies, international students gain insight into business practices, develop cultural awareness, and get a feel for the excitement and challenge of working in today's global business world.

- Authentic business materials, including photos, charts, and press articles.
- Interviews with executives (audiocassette and tapescript included).



Pricing/ISBNs – Business English

Title	13-Digit ISBN	10-Digit ISBN	Price
BUSINESS CORRESPONDENCE			
Text	978-0-13-089792-3	0-13-089792-2	\$ 23.25
GLOBAL LINKS LEVEL 1			
Book with Audio CD	978-0-13-098512-5	0-13-098512-0	\$ 23.25
Tests	978-0-13-088387-2	0-13-088387-5	\$ 12.25
Teacher's Manual	978-0-13-088388-9	0-13-088388-3	\$ 27.00
Complete Audio Program			
Audiocassette	978-0-13-089363-5	0-13-089363-3	\$ 30.25
Audio CD	978-0-13-088385-8	0-13-088385-9	\$ 30.25
LEVEL 2			
Book with Audio CD	978-0-13-088396-4	0-13-088396-4	\$ 23.25
Tests	978-0-13-088393-3	0-13-088393-X	\$ 12.25
Teacher's Manual	978-0-13-088395-7	0-13-088395-6	\$ 27.00
Complete Audio Program			
Audiocassette	978-0-13-089364-2	0-13-089364-1	\$ 30.25
Audio CD	978-0-13-088382-7	0-13-088382-4	\$ 30.25
MAKING BUSINESS DECISIONS			
Text	978-0-201-59281-8	0-201-59281-9	\$ 26.95
Audiocassette	978-0-201-59282-5	0-201-59282-7	\$ 30.95
Demo Audiocassette	978-0-8013-1377-6	0-8013-1377-5	FREE
MARKET LEADER BEGINNING			
Course Book	978-0-582-77327-1	0-582-77327-X	\$ 26.50
Class Audio CDs (2)	978-0-582-77329-5	0-582-77329-6	\$ 42.50
Class Audiocassettes (2)	978-0-582-77328-8	0-582-77328-8	\$ 42.50
Teacher's Resource Book	978-0-582-77332-5	0-582-77332-6	\$ 30.50
Practice File Book	978-0-582-77330-1	0-582-77330-X	\$ 11.75
Practice File Audio CD	978-0-582-77331-8	0-582-77331-8	\$ 16.00
Practice File Pack (Book and Audio CD)	978-0-582-77322-6	0-582-77322-9	\$ 25.00
Test File	978-0-582-77326-4	0-582-77326-1	\$ 16.00
LOW-INTERMEDIATE			
Course Book	978-1-405-81296-2	1-405-81296-6	\$ 26.50
Class Audiocassettes (2)	978-1-405-81297-9	1-405-81297-4	\$ 42.50
Class Audio CDs (2)	978-1-405-81298-6	1-405-81298-2	\$ 42.50
Teacher's Resource Book	978-1-405-81307-5	1-405-81307-5	\$ 30.50
Practice File Audiocassette	978-1-405-81300-6	1-405-81300-8	\$ 16.00
Practice File Audio CD	978-1-405-81303-7	1-405-81303-2	\$ 16.00
Practice File Book	978-1-405-81304-4	1-405-81304-0	\$ 11.75
Test File	978-1-405-81305-1	1-405-81305-9	\$ 16.00
Test Master CD-ROM	978-1-405-84269-3	1-405-84269-5	\$ 98.00
Coursebook & Class CD Pack	978-1-405-81337-2	1-405-81337-7	\$ 62.00
Teacher's Book New Edition & Test Master CD-ROM Pack	978-1-405-84343-0	1-405-84343-8	\$ 35.95
Practice File with Audio CD Pack	978-1-405-81341-9	1-405-81341-5	\$ 25.00
Teacher's Book & DVD Pack	978-1-405-81344-0	1-405-81344-X	\$ 35.95
INTERMEDIATE			
Course Book	978-0-582-83809-3	0-582-83809-6	\$ 26.50
Class Audiocassettes (2)	978-0-582-83810-9	0-582-83810-X	\$ 42.50
Class Audio CDs (2)	978-0-582-83811-6	0-582-83811-8	\$ 42.50
Teacher's Resource Book	978-0-582-83812-3	0-582-83812-6	\$ 30.50
Practice File Book	978-0-582-83813-0	0-582-83813-4	\$ 11.75
Practice File Audio CD	978-0-582-83815-4	0-582-83815-0	\$ 16.00
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