

Names in Business and Technical Writing Textbooks*

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Textbooks offer a fertile field for research in onomastics. They provide information on more topics than historical facts, procedures, or scientific formulas. As a part of their educative mission, textbooks contain an overlay of materials—examples, graphics, models—that are culturally conditioned. After all, textbooks must be sensitive to public needs in order to instruct as well as to show a profit. Two types of related textbooks—those used for business and technical writing courses—are especially worthy of study since these books often include examples that offer social commentary. Most notable among such examples are the names coined for use in these texts. Such names comment on business etiquette and ethics, organization and management. I have surveyed more than thirty business and technical writing textbooks published between 1948 and 1980 and have found that names in them are used specifically for four reasons: (1) to provide comic relief in an area—occupational writing—not known for its humor; (2) to spoof some established businesses; (3) to reflect changes in employment practices, especially as they relate to women and minorities; and (4) to embody and emphasize certain important principles that should be mastered by prospective employees in the world of work.¹

Before the 1970s, business and technical writing textbooks—not a very large group, to be sure—showed little, if any, onomastic inventiveness. These textbooks, avoiding occasions for cleverness or social commentary, used actual documents—reports, letters, proposals—with the authors' real names. Or when they had to invent names, textbook writers chose the staid surnames of law or everyday American folk. Early texts are filled with Browns, Doakes, Does, Joneses, and Smiths. A few variations crept in—Richard Roe for John Doe and Jerry Dokes for John Doakes. One venerable book, Gordon H. Mills and John A. Walter's *Technical Writing*, even omits

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¹Complete bibliographic information about the texts surveyed for this paper is included in the Appendix.

names when it can, simply listing Dear _____. Margaret D. Blickle and Kenneth W. Houp's *Reports for Science and Industry* puts in the words "The Company's Name" in place of indicating an actual name in an inside address of a letter. In about one half of the letters included in Robert L. Shurter's popular *Effective Letters in Business*, the sexist *Gentleman* or *Sir* appears in the salutation and no name follows the complimentary close.

Onomastic blandness gave way to humor and creativity and, in some disparaging instances, cuteness in the proliferating business and technical writing textbooks published in the 1970s by companies eager to get their share of the growing market. This inventiveness is due in part to many authors' simulated or casebook approach, the process of building a book, a chapter, or even part of a chapter around a fictitious company, employee, proposal, or customer. The most successful text of this kind, R. S. Blicq's *Technically-Write!*, announces on its copyright page: "The names of people and organizations are imaginary and no reference to real persons is implied or intended." Leonard N. Franco and Paul M. Zall's *Writing for Business and Industry* is built around Bellco, "a fictitious company the authors have created to provide an environment in which realistic memos, letters, proposals, and reports can be written" (p. 35). Fictitious names can also be used as a legal precaution. Ingrid Brunner, J.C. Mathes, and Dwight Stevenson give the name of John Smith to a parole violator, and thereby approximate anonymity. Citing an indecipherable letter crowded with legalese, the authors of *Writing that Works* note that "the names have been changed," doubtless to protect the offending writer and the outraged reader.

A good share of these post-1970 texts invented personal names that were humorously appropriate for the type of job the individual performed. In *Technical Communication*, David Fear uses many aptronyms. He names a Chief of Police Maurice Bugg, the vigilant guardian of Briarfield, a prickly place for criminals; puts the name of Alice Scurby on a nurse's résumé and thus alludes ironically to the adjective *scorbutic*, or scurvy-like; calls one of the partners of a heating and cooling firm Maurice Fawcett; and designates the benevolent pastor of the Tabernacle Baptist Church as Rev. Lucius Hartman. In Franco and Zall, Leonard Byers (buyers?) applies for a job as a marketing management executive and Peter Goldmark has won fame and fortune as a musician and inventor. In fact, Goldmark "built the first practical color TV system." Herta A. Murphy and Charles E. Peck name an individual who sells electrical appliances after one of his products, Victor L. Dryer.

In John M. Lannon's *Technical Writing*, Arthur Marsh, who works for Durango Chemical Company, bears a name of toponymic suitability, since many chemicals come from marshy places. Even more humorously, Lannon

lists on a sample business license Arthur J. Weiner and Martha Sunbeam as the owners of Swanky Franks, a food stand. Levity also creeps into a sample Christmas sales letter signed by one Leo Frolick in Doris Barr's *Communication for Business, Professional, and Technical Students*. The chief inspector at the Always Electric Company in Ann A. Laster and Nell Ann Pickett's *Occupational English* is ominously dubbed Alfred Leake. Herman M. Weisman's *Basic Technical Writing* relates the happy accounts of R.H. Fanwell who writes an effective adjustment letter. This text also includes a letter from Thelma Scrivens, an administrative assistant, who, not living up to her name, apologizes for her tardy response. Bearing a similarly appropriate name, D.C. Scrivener is the copy editor and writer for a radio station in Blicq. Blicq's text is remarkable for its corporate inventiveness as evidenced in the names of the rude mechanicals who work in the electronics department in one of his fictional companies: Fred Stokes (chief engineer), Peter Bell and John Wood (lab test personnel), and Cam (a junior engineer whose name suggests the disks and cylinders of his trade). Showing both the scientific and shrewd side of finance, Lannon names the head accountant at ABCO Marvin Integer and the head purchasing agent C.H. Sawbuck. Dunn (almost always spelled with two n's) is a popular name for those in finance. John Dunn is a professor of business administration in Thomas E. Pearsall and Donald H. Cunningham's *Writing for the World of Work*, and George Dunn is a comptroller at Robertson Engineering in Blicq. In Franco and Zall, a Mr. Dunn does not collect money but owes it, for he is a creditor from whom Bellco seeks payment.

Norman Levine's litmus paper-thin book, *Technical Writing*, may win the prize for the use of appropriate personal names for comic relief. In a memo on the tilt in the Tower of Mammon, the commissioner for infernal works is Nicholas Beelzebub, and Pontius Pilot is honored as the superintendent of buildings and grounds. In yet another sample memo, Max Writeoff informs Miss Nettie Worth about platform scale depreciations. And Commissioner of Transportation Rob N. Hood assesses the safety of commuters.

The names of the companies these and other individuals work for also display similar amounts of conventionality and creativity. Except when an actual letter or form is reproduced, there is little attempt in some early textbooks to name a company. Instead, readers find Company A, Business X, or Firm Y. Blickle and Houpp list the XYZ Company. Some corporate anonymity is even to be found in later texts, though far less of it. In Murphy and Peck, students learn about the XYZ Widget Company and the Blank Oyster Company. Oliu, Brusaw, and Alred provide a sophisticated variant of these nameless companies when, appealing to science majors, they refer to the Beta Corporation. Their Data, Inc. is also scientifically inspired.

Groups of initials are also used for fictitious companies: ABC Electronics, ABC New Car Agency, A&S Paring Knives, LMB Car Wash, or PDQ Pretzels. Sometimes initials or parts of owners' names are added to CO (company) forming ABCO, AVCO, Belco, PABCO, RAMCO. Of the many words used for business names *acme* stands at the summit of popularity. Its ubiquitousness in American business reflects corporate ambition, even of the smallest firms. Of the texts I examined, I found, for example, an Acme Printing Company, Sanitation Service, Storage Company, and Trucking Firm. Some other firms in these texts are named for their location (Downtown Electric, Midwestern Chemical Company), quality (Fair Stores, Goodrest Motor Hotels, Premier Typewriters, Smokewell Cigarettes, Top-Notch Motor Car), or techniques (Biospherics, Exactocopy, and Wordpro, a word processor). Another group of popular coinages for business names are hyphenated words pointing to the kinds of services or products these companies provide: Dial-A-Wash Automatic Car Washing Machines, Execu-Jet, Insta-Alarm, Metro-Deco Decorators, Mini-Aud Electronics, Perma-Slide Siding, or Tru-Guard Lock Company.

These names may be functional but they are not funny. Some textbook authors see nothing incompatible in using humorous names in examples of serious correspondence. Power Electronics and Wizard Computers are unlikely though amusing corporate names in two texts I examined. Fear invents a company, Nature's Own, Inc., which attempts to sell its solar power units to the Sunny Cove Motel. Lannon playfully christens a series of bogus companies according to the services or products they use or deliver: Scrubbo Cleaning Service, True Blue Ink, Inc., Junko Salvage, Watt Electronics, Case Brewing Company, and Zippo Oil Burners. By contrast, Blicq's Vulcan Steel Works offers more sophisticated entertainment for those readers aware of the allusion. Murphy and Peck cite the Ketchum and Pleasam Store as a model when instructing students on how to pacify an angry customer who has just fired off a complaint letter. Another Murphy and Peck coinage is Muskies Dog Food, a brand name that sounds almost realistic.

Sometimes the humor operates at the expense of specific companies. At work here is a kind of onomastic parody in which the names of actual companies are ever so slightly transformed. This may be a way of poking fun at the corporate hegemony to which the student wants some day to belong but is now unable. Lannon is infamous for this practice. Some of his adaptations include Dipsi Cola, Flagstaff Brewing, and a quartet mocking the energy czars: Motil, Geffy, Gulf, and Steel Oil Companies. To a lesser extent, Barr also participates in onomastic high jinks with her Deuce Hardware Stores, doubtless a worthy competitor of the Ace chain. Howard H. Hirschhorn's *Writing for Science, Industry, and Technology* frowns upon the National

Motor Company (American Motors disguised perhaps) which refuses to answer customers' complaints. Finally, Murphy and Peck invent R.J. Buck's, "a mail-order firm with national distribution," which could possibly be a takeoff on Sears Roebuck and Company.

Most of the cities and streets cited in business and technical writing texts bear the names of real places, although postal zip codes attached to them are sometimes incorrect—purposely so to avoid the mishap of mentioning exact locations. Occasionally, however, whether for fun or for protection, textbook writers invent town and street names. Sometimes these names are blandly vague such as Newton or Regionville, Missouri. Hometown, Pennsylvania, and Southern City are nondescript communities in Earl P. Strong and Robert G. Weaver's *Writing for Business and Industry*. Place names can be well-suited to the industry located there—Green Acres Playland and Vacationland Amusement Park are in Hillsdown, Pennsylvania, according to Lannon. Fittingly enough, a firm is propitiously relocating to Grandview Hills in *Writing that Works*. Fear wittily places the F-N Heating and Cooling Company on Alpine Boulevard (a name associated with the cold) in St. Croix (reminding readers of tropical warmth if not the actual climate), Minnesota. In Murphy and Peck, Goodrest Motor Hotels are to be found in these topographically well named towns: Wheat City, Kansas; Oil City, Texas; Cotton City, South Carolina; and Coal City, Kentucky.

More asperity can be found in some town and street names in Lannon and Levine. Lannon sardonically calls one town Boville, shades of Emma Bovary abounding, and another Spaghettille. Levine castigates the unscrupulous Clare Lee Quilty, the manufacturer of unsafe cars, by placing Quilty's office on 1 Charlatan Avenue; and the untrustworthy Aardvark Aerospace Company is situated in Pismire, California. True Test Instruments, an ironic name, is headquartered at 18-20 Losel Drive. Some of Levine's respect for science, though, surfaces in having the eminent Osso Buco reside at 1 Dolce Vita.

The names of students, professors, and colleges automatically find a place in technical and business writing textbooks, especially in the inevitable chapters on writing a résumé and a letter of application. In many of the textbooks surveyed, names devoid of humor or commentary are used in examples of these two kinds of writing assignments. Typical students listed are John Doe, William Scott, Malcolm Richardson, and Loren Baker; actual school names are used; and professors, too, bear names that do not call attention to their pedagogical strengths or weaknesses.

But about half a dozen books do give their student readers a few light moments by inventing names, sometimes comic, for the venerable institutions or professors that the student must dutifully acknowledge in employ-

ment communications. Some professors are sincerely honored. Gayle Goodwin, an instructor of English, possesses an inviting name in Fear. And Mr. James Granger, a technical writing instructor in Lannon, has an appropriate name to evaluate a student report on morale in a food store. Professor Howard Bitt, from the Department of Petroleum Engineering, may be a valuable reference on the résumé of a student who has extensive oil field experience, according to Mills and Walter. Not so valuable, however, might be a reference from Dr. Theodore Dippy, whose name is listed on a student résumé included in Fear. Lannon satirizes academia in calling one technical writing instructor Grand Savant and by sending minutes of a meeting of the Student Senate to President Dithers and Dean Bumstead. Dr. Marsha Mello, a dean at another institution, may be a less volatile administrator than these two.

The fictitious names of colleges also spoof the otherwise practical and formal institutions of higher learning. In Lannon, Wishbone College of Plymouth, Massachusetts is a fanciful creation, as is Western University of Muncie, Indiana. The name Calvin College and its location in Plains, Georgia, also cited in Lannon, surely contain political overtones. One student in Joseph A. Alvarez's *The Elements of Technical Writing* is a graduate of Bonanza High School in Las Vegas, a lucky omen of his future success.

Students themselves receive some good-natured kidding through names, especially in Lannon. Marvin Glick hardly sounds like the name of a shrewd undergraduate. Charles Jones, a student requesting a postponement in paying his tuition, slothfully resides at 234 Idle Way in Hoboken. Students are criticized especially because of their indecorous language. For using slang, students, again in Lannon, are said to have the "pass me the joint attitude." Possessing a forceful name, Raymond Manning is criticized for his very boastful, improper letter. In Murphy and Peck, a student writing a sloppy letter is indirectly criticized through the uninspiring name of his potential employer—a newspaper called the *Daily Blat*. As if emphasizing the uncertainty of a job search, Blicq has one student write a letter of application to a Mr. Perchanski.

In showing students how to document sources for a paper or proposal, a few textbooks invent author and title names which humorously comment on education and scholarship while amusing students as they learn the dry principles of footnoting. Here are two titles from Lannon: John Jones is the author of *How to Bore Students* published by the Bogus Press, and John Teacher has written an article entitled "The Declining Literacy Rate." Levine supplies these titles: L.A. Pipes, *Applied Math for Engineers and Physicists*, and a Thersites Contract through Choler Labs produces a report entitled "Digestion Parameters in Venus Flytraps." Some texts offer whimsical parodies of more popular titles quite apart from listing these works in

footnote format. For example, Barr informs students about such apochryphal titles as *The Memoirs of Pat Nixon*, *Growing a Garden in Your Kitchen*, *The Alexandrian Connection*, and *Lady St. Claire's Lovers*. An assignment in Murphy and Peck requires students to sell a book "just off the presses"—*Everything You Always Wanted to Know About Running, but Couldn't Slow Down to Ask*. Its peripatetic authors are Jeffrey Long, an Olympic gold medalist in the 10,000 meter run, and Dr. Gary C. Lane, a physiologist and consultant to the U. S. Olympic Team. Murphy and Peck also spoof the name and title of a guest speaker. In one exercise, they ask students to assume that they have to announce a preholiday luncheon at the Highpoint Country Club after which Rybald Plummer will talk on "Knocking Around the Orient."

Demonstrating another use of names, numerous post-1970 business and technical writing textbooks reveal the impact of affirmative action in the world of work. Women and minorities are plentifully represented in these texts.² Where once Anglo-Saxon names (Davis, Jones, Smith, Williamson) predominated, now a host of ethnic surnames in these texts reflects the growing number of minorities in the work force. Moreover, by including these ethnic names, textbook authors rightfully acknowledge the presence of students from diverse backgrounds taking technical and business writing courses.

A brief sampling of some texts written in the last six or seven years contains these ethnic names: from Oliu and associates there is Pincus Berkowitz, a cook; William Chang, a physician; and Manual Cruis, a manager of customer relations; from Fear we have Mitoubi Teshongo who, not surprisingly, is a chief engineer for Sony, and Manuel Casino, the adroit author of sales literature; from Barr come Luis Valde, a general manager; Anthony Mantrowicz, a sales manager; and Ed Chin, a branch manager. In Franco and Zall, Carl Fujii is the manager of the manufacturing department at Bellco. Job candidates bearing ethnic names include Philip Karlovsky in Blicq, and James Nardinski and Gregory Mandukakis from Oliu, Brusaw, and Alred. Ethnic names are also used for teachers—Professor Carlos Montoya teaches criminal justice and Navy Lieutenant David Gomez supervises electronics technicians in Pearsall and Cunningham's *Writing for the World of Work*.

Textbook writers are also aware of the expanding and unconventional roles women are playing in business and industry. Readers find a Janice's Bicycle

²Of course, not all texts in the 1970s escape a sexist bias. The first edition of Blicq (1972) contains sexist designations corrected in the second (1982). For example, Blicq's subtitle is "Communication for the Technical Man" and no women are represented in the partial organizational charts he depicts. Other writing books published in the 1970s present a sexist view of women by placing them in stereotypical positions.

Shop and a Bernadine Kovack who is a supervisor for an automotive inventory control plant in *Writing that Works*. In Murphy and Peck, Patrice O'Leary is the owner of a lighting goods store and Erica Wittor is an effective area representative for her company. In Joanna Freeman's *Basic Technical and Business Writing*, Jacqueline Harlinger is an assistant controller. Medicine is no longer a predominantly male province, for in Pearsall and Cunningham Dr. Priscilla Cox and in Freeman Dr. Annie Lou Jackson practice medicine. Georgia DeLa Cruz is a technician in Brunner, Mathes, and Stevenson, and Mai Toyanna in Barr is an important individual in a firm's accounting department.

As many of these names attest, texts often get double mileage in paying tribute to women who may also be members of a minority, especially Hispanic. Texts by Barr, Oliu and associates, Franco and Zall, and Freeman, from which the examples in this paragraph come, are particularly diligent in stressing the ethnic woman's contribution to business and industry. Juanita Perez is a valuable customer of a construction company; Linda La Puma is the manager of a firm concerned about the construction of hard hats; Maria Gomez is involved in retail sales; Mary Hernandez is affiliated with the Southern Dental Center; Noreen Renaldo has the title of training manager; Tricia Olivera is the Vice President of the Watford Valve Corporation; and Sondra Rivera is a personnel manager. Flora Gomez is the manager of the Marketing Department at Bellco while Chandra Wilson, who holds a bachelor's degree from Howard University, is the company's controller. Margo Abbuehl is a general manager at one firm; and Carmen Costello is the manager of the estate department at a bank.³

Almost allegorically, some textbook authors use names to characterize the achievements or peccadilloes of those individuals working in business and

³It is worthwhile to cite here a visual example of the importance of minorities and women in the world of occupational writing texts. In 1964, John S. Fielden, in an article in the *Harvard Business Review* (May-June, 1964), reproduced a cartoon showing a Caucasian male climbing the ladder of success; Fielden reprinted the cartoon from Garda W. Bowman, Exhibit III, "What Helps or Harms Promotability?" (Problems in Review), *Harvard Business Review* (January-February, 1964), p. 14. Before reaching the top, where the executive's chair is perched, the man had to climb rungs marked, among other things, capacity for hard work, good appearance, college education, ambition-drive, and finally ability to communicate. The rungs signify the "qualities that characterize promotable executives." Murphy and Peck (1980) reproduce this cartoon but make two notable adaptations. The sole white male is replaced by a black male and a white woman who jointly prepare to climb toward the top. The introduction of these two figures complements the onomastic changes post-1970 texts have made. For a study of how pictures in textbooks document the changing roles of men and women in business, see Terry Seltz, "Sexism in Textbooks for Business Office Procedures Courses," *Journal of Business Education*, 57 (October 1981), 29-30. Seltz examined more than four thousand pictures appearing in office procedure textbooks published between 1917 and 1978 and concluded that while some progress has been made in "changing traditional roles," stereotypes still persist.

industry. Blicq's hypothetical company is admirably headed by Harvey L. Winman, whose name suggests his fortunes. Esteemed as the model executive, Winman, not surprisingly, "believes strongly that the written word is the means that most often conveys an 'image' of his company to his customers." Winman "writes well and expects his staff to do likewise." No more appropriate virtue could be inculcated through a technical writing book. The prosperous executives in Fear's book are named for their particular corporate accomplishments. J.R. Walkup is the Executive Vice President of Tower Electric. J. Barnwell Dexter is an agile manager of a new and successful shop. In Brunner, Mathes, and Stevenson, A.A. Albright is the supervisor of a central typing service. Doubtless bearing one of the most allegorical names is Helen True, a "highly dependable, courteous, and honest" applicant under consideration for a job in Murphy and Peck. Because of her steadfastness in another job, she automatically has a "greater degree of permanence with our organization," according to the report submitted about her. Ironically, Murphy and Peck name the owner of Goodrest Motor Hotels, Dye M. Nickle, (dime and nickle), for he spends \$50,000 to improve his employees' communication skills.

Those individuals who botch a job or have disheartening manners also receive just compensation through suitable names. Rudeness in particular is singled out for punishment. Fear contains some of the most notable examples. Mac Niblick, when speaking on the telephone, leaves the radio blaring in the background and engages in conversations with people in the room. His name suits his uncouth telephone manners. Gerald Garapie, whose surname begins with a syllable starting some unflattering words (one thinks of *garrulous*, *gargoyle*, *garrish*), is plain pushy—he stands too close to people, stares at them, and shakes hands like a vice. Other candidates for criticism are Mr. Tough Guy, Mr. Cynic, and Mr. No—business types displaying untoward behavior at committee meetings. Mr. J.O. Lockman's name characterizes his impenetrable self-interest; because he is preoccupied with his vacation plans, he confuses one report with another and forces employees to work overtime unnecessarily. Bucksewco, Incorporated is an incisively appropriate coinage, again from Fear, to criticize an impolite company that gives customers the run-around. Lannon names a personnel director Ms. Druid perhaps because of her personality or her antiquated hiring practices. Mr. I.M. Callous, the owner of Hot Weld Steel, always takes unflattering advantages of credit discounts in Strong and Weaver. Finally, borrowing two names from Art Buchwald, Freeman includes a letter in her textbook to an inept company, Glucksville Dynamics, run by the incompetent Merriman Hasselbad.

Names in occupational writing books provide a popular way of document-

ing changes in American business and education. Books written after 1970 often invent names to lighten students' reading and to complement various case studies or simulated approaches. Through these fictitious names, some textbooks spoof the very business community they are preparing students to join. More seriously, names reflect changes in the hiring practices and management policies of companies. As more women and minorities have assumed places of prominence in business and industry, textbooks have included more references to these groups through names. Finally, names reflect the virtues and vices students will encounter on the job.

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APPENDIX

Below is a list of the business and technical writing textbooks consulted for this paper. The dates of a book's editions are listed in parentheses.

- Joseph Alvarez, *The Elements of Technical Writing* (Harcourt, 1980).
 Deborah C. Andrews and Margaret D. Blickle, *Technical Writing: Principles and Forms* (Macmillan, 1978; 1982).
 Dorris W. Barr, *Communication for Business, Professional, and Technical Students* (Wadsworth, 1972, 1980).
 Margaret D. Blickle and Kenneth W. Houp, *Reports for Science and Industry* (Holt, Rinehart, and Winston, 1958).
 R.S. Blicq, *Technically-Write!* (Prentice-Hall, 1972, 1981).
 Ingrid Brunner, J.C. Mathes, and Dwight W. Stevenson, *The Technician as Writer* (Bobbs-Merrill, 1980).
 David E. Fear, *Technical Communication* (Scott, Foresman, 1977, 1981).
 Leonard N. Franco and Paul M. Zall, *Practical Writing in Business and Industry* (Duxbury, 1978).
 Joanna Freeman, *Basic Technical and Business Writing* (Iowa State, 1980).
 H.K. Glidden, *Reports, Technical Writing, and Specifications* (McGraw-Hill, 1964).
 Howard H. Hirschhorn, *Writing for Science, Industry, and Technology* (Van Nostrand, 1980).
 J. Harold Janis and Howard R. Dressner, *Business Writing* (Barnes and Nobles, 1956, 1972).
 W. Paul Jones, *Writing Scientific Papers and Reports* (1946, 1949, 1954, 1959, 1965; by Wm. C. Brown Pubs., 1971, 1976, and 1981). Rev. ed. by Michael L. Keene.
 John M. Lannon, *Technical Writing* (Little, Brown, 1979, 1981).
 Ann A. Laster and Nell Ann Pickett, *Occupational English* (Canfield Press, 1974, 1977, 1981).
 Norman Levine, *Technical Writing* (Harper & Row, 1978).
 Sandra Salser Long, *Transmission: Communications Skills for Technicians* (Reston, 1980).
 J.C. Mathes and Dwight Stevenson, *Designing Technical Reports* (Bobbs-Merrill, 1976).

- Gordon H. Mills and John A. Walter, *Technical Writing* (1954; Holt Rinehart and Winston, 1962, 1970, 1978).
- Herta A. Murphy and Charles E. Peck, *Effective Business Communications* (McGraw-Hill, 1972, 1976, 1980).
- Walter E. Oliu, Charles T. Brusaw, and Gerald J. Alred, *Writing that Works: How to Write Effectively on the Job* (St. Martin's, 1980).
- Steven E. Pauley, *Technical Report Writing Today* (Houghton Mifflin, 1973, 1979).
- Thomas E. Pearsall and Donald H. Cunningham, *How to Write for the World of Work* (Holt, Rinehart and Winston, 1978, 1982).
- _____ and Kenneth W. Houpp, *Reporting Technical Information* (Glencoe, 1968, 1973, 1977, 1980).
- Nell Ann Pickett and Ann A. Laster, *Technical English* (Harper and Row, 1970, 1976, 1980).
- Louise A. Roberts, *How to Write for Business* (Harper and Row, 1978).
- Theodore A. Sherman and Simon S. Johnson, *Modern Technical Writing* (Wiley, 1972, 1977).
- James W. Souther and Myron L. White, *Technical Report Writing* (Wiley, 1972, 1977).
- Robert L. Shurter, *Effective Letters in Business* (McGraw-Hill, 1948, 1954).
- Earl P. Strong and Robert G. Weaver, *Writing for Business and Industry* (Allyn and Bacon, 1962).
- Joseph N. Ulman, Jr. and Jay R. Gould, *Technical Reporting* (Holt, Rinehart and Winston, 1952, 1959, 1972).
- Herman M. Weisman, *Basic Technical Writing* (Charles E. Merrill, 1962, 1968, 1974, 1980).
- William C. Himstreet and Wayne Murlin Baty, *Business Communications: Principles and Methods* (Wadsworth, 1961, 1964, 1969, 1973, 1977).