

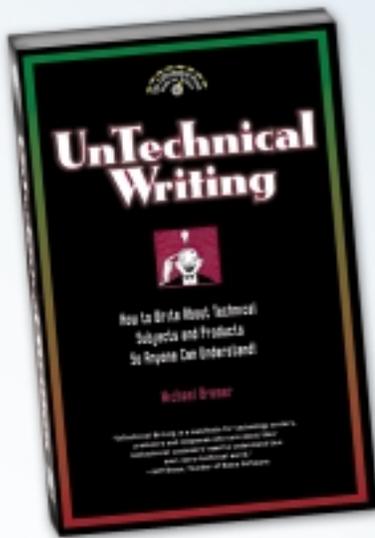
# The Art, Science, Business and Politics of Technical Communication



## A Lot of Documentation Is Useless—and Boring

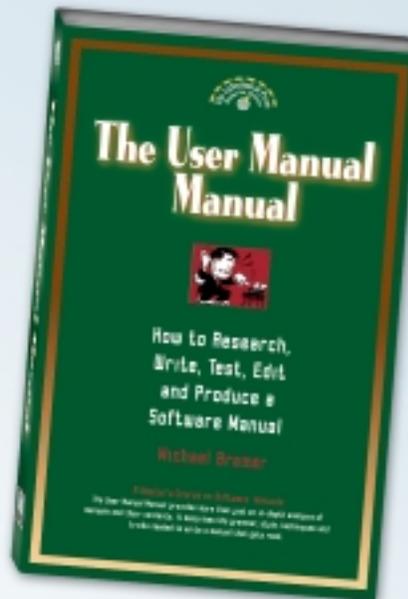
Technology is everywhere. Technical Writing and Technical Communication are growing fields, appearing in more and more college curricula every year. Yet we still bring home hardware and software that comes with time-wasting annoying frustrating and totally useless documentation.

## Two Solutions:



**UnTechnical Writing**  
How to Write About  
Technical Subjects and  
Products So Anyone Can  
Understand

**The User Manual Manual:**  
How to Research, Write,  
Test, Edit and Produce a  
Software Manual



Here are two books that can put an end to useless documentation. The author of these books ran the writing group at a successful software company, hiring training and managing writers for nearly 10 years. Finding people who could write well was only the first step. He then spent many hours giving one-on-one instruction to each writer, to teach them the practical, technical and industry-specific knowledge they needed.

These two books are based on those one-on-one training sessions. They are currently used as texts in classrooms, as references in technology companies and as prime resources for individuals who want to explore technical writing as a career.

## There's More to Writing than Just Writing

Yes, all writers need to know the basics of grammar and composition, but quality technical communication requires additional knowledge, including an understanding of:

- Editing and production processes
- Product development processes, development teams and how writers fit in
- Reader research and usability testing
- Dealing with the different people and personalities in a high-tech company
- How documentation fits into the company structure and affects the bottom line
- The pitfalls to avoid and the opportunities to capitalize on to increase your skills, enhance your project, and advance your career
- How to get the job done well and on time in spite of technical, personal and political hurdles.

No other books can better prepare a writer to work in the technical world, to write clearly about technology, or to understand how the ever-more-important writer can help fill the technology gap between the knows and the know-nots.

**Available Now: 888 59-BOOKS (888 592-6657) or  
www.untechnicalpress.com**

## UnTechnical Writing

*"... brimming with honesty, useful insights and a genuinely innovative approach to writing."*

—Gary Conroy, *Technical Writing Guide*,  
About.com

*"... a book about writing in the workplace, which is far removed from the kind of writing most writing books focus on, but it's the kind of writing most people have to do in their daily lives."*

—John P. Mello, Jr., *Mass High Tech*, *The Journal of New England Technology*

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—Doug Nickerson, *Dr. Dobb's Electronic Review of Computer Books*

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—Paolo G. Cordone, *First Monday*

*"... a must-read for beginning technical writers and creative professionals who work for high-tech and software companies."*

—Writers Write, *The Internet Writing Journal*<sup>®</sup>

## The User Manual Manual

*"... an excellent guide to the process of writing software documentation."*

—John Hewitt,  
John Hewitt's Writer's Resource Center

*"It is unique in its copious use of examples and a step-by-step approach to creating documentation. Invaluable."*

—Gary Conroy, *Technical Writing Guide*,  
About.com

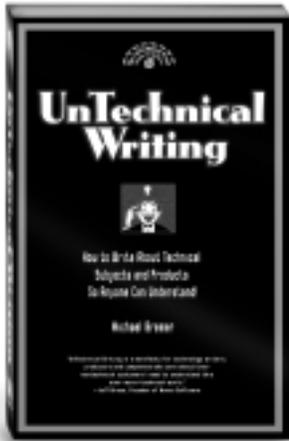
*"Michael Bremer has done it again. ... nowhere have I ever seen a more thorough and comprehensible walk-through of a documentation project."*

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*"User Manual Manual was the book of choice ... My students in Publication and Web Design used this book like a bible."*

—Jan Richman, John Abbott College





## UnTechnical Writing

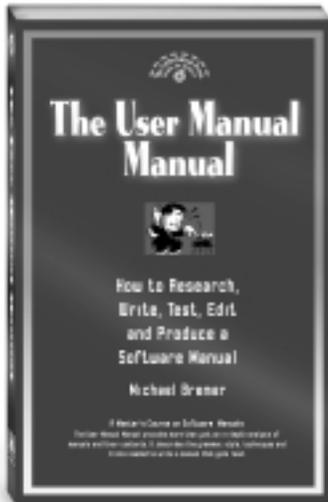
How to Write About Technical Subjects and Products So Anyone Can Understand

By Michael Bremer

ISBN: 0-9669949-0-6, LCCN: 99-90429, \$14.95, Paperback

**UnTechnical Writing is the handbook for writers in the high-tech world. It introduces writers to the art, science, business and politics of life as a professional technical communicator. It contains hints, tips, methods and procedures for working with editors, managers, graphic artists and other writers. It shows writers how to get, grow and hone the skills they need to become successful technical communicators. It teaches writers how to add life—and even fun—to their technical writing.**

For more about **UnTechnical Writing** including a complete table of contents and sample chapters, see [www.untechnicalpress.com](http://www.untechnicalpress.com).



## The User Manual Manual

How to Research, Write, Test, Edit and Produce a Software Manual

By Michael Bremer

ISBN: 0-9669949-1-4, LCCN: 99-90430, \$29.95, Paperback

**The User Manual Manual is a guided tour through the entire process of creating a user manual from initial concept through writing testing editing and production to postmortem. It contains sample documents, worksheets and checklists to help writers work smarter and faster. It describes the grammar, style, techniques and tricks needed to write a manual that's truly useful—and that gets read. It explains how to target readers and write for those targets. It covers special topics including dealing with rush projects, preparing for internationalization, and handling projects with multiple writers, multiple platforms and multiple bosses.**

For more about **The User Manual Manual**, including a complete table of contents and sample chapters, see [www.untechnicalpress.com](http://www.untechnicalpress.com).

## About the Author

Currently a freelance writer, editor and technical consultant, Michael Bremer spent nearly 10 years as Writing Manager and Director of Creative Services at Maxis Software (the SimCity® company). While there, he developed and tested techniques to write and produce readable, understandable, and even enjoyable technical writing

Published by  
**UnTechnical Press**

3418 Wren Ave.  
Concord, CA 94519  
925 825-1655  
Fax: 925 825-4601

[www.untechnicalpress.com](http://www.untechnicalpress.com)

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