

# BEDFORD/ST. MARTIN'S

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## Let someone else talk about why writing matters.

Bedford/St. Martin's is proud to announce *VideoCentral*, a growing collection of videos for the writing classroom produced by Peter Berkow. Visit to watch real writers talk about how and why they write: at work, in school, and to change the world.

To preview **VideoCentral** and take a tour, visit [bedfordstmartins.com/videocentral](http://bedfordstmartins.com/videocentral)



### Produced by Peter Berkow

This nationally recognized producer, teacher, and writer has interviewed hundreds of people about writing.



### Real-World Writers

Writers in the world — including documentary film producer Michael Moore — talk about writing for all kinds of jobs.



### Student Writers

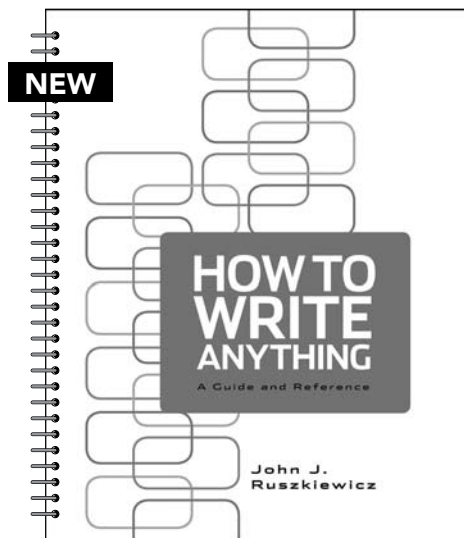
Writers from all areas of study talk about writing for school and life after.



### Academic Writers

Writers across the discipline — including Akua Duku Anokye — talk about the importance of writing for the academy.

Because there is more than one writing process



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## **How to Write Anything A Guide and Reference**

**John J. Ruszkiewicz**

*University of Texas at Austin*

Designed to be clear and simple, *How to Write Anything* reimagines how texts work, with support for students wherever they are in their writing process. The Guide, in Parts 1 and 2, lays out focused advice for writing common genres, while the Reference, in Parts 3 through 9, covers the range of writing and research skills that students need as they work across genres and disciplines.

Intuitive cross-referencing and a modular chapter organization that's simple to follow make it easy for students to work back and forth between chapters and still stay focused on their own writing.

“The author brilliantly and skillfully integrates purpose, topic, and audience as part of every assignment and paper format.”

— Mary Ellen Meusing, *University of North Carolina at Charlotte*

Council of Writing Program Administrators  
Grand Valley State University  
1 Campus Drive  
Allendale, MI 49401

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