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Dear Educator:

Education is increasingly dominated by big businesses. Big test makers. Big promises—and even bigger expenses. But are these trends helping students?

Townsend Press isn’t a big business. We’re an independent publisher with a single focus: to craft materials that help developmental students thrive—in the classroom and beyond.

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John Langan
President, Townsend Press
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It’s a fact. Many students arrive at college unprepared for college-level reading. When this happens, educators and students turn to the Ten Steps Series from Townsend Press. Why? It works!

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[Graph showing SAT 10 Scaled Score performance for Ten Steps Reading Series users vs. other textbooks users]

Study conducted in 2014 by SEG Measurement.

FEATURING TWO NEW EDITIONS

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Each *Ten Steps* Book . . . .

Covers Key Reading Skills such as:

- Vocabulary in Context
- Main Ideas
- Supporting Details
- Implied Main Ideas
- Relationships
- Inferences
- Purpose and Tone
- Argument
- Critical Thinking
- Active Reading & Study

Offers these resources:

- Printed Instructor’s Edition
- Electronic Instructor’s Guide
- PowerPoints
- *Ten Steps Plus*

**Top Ten Reasons Instructors Choose *Ten Steps***

1. **Expertise:** The *Ten Steps Series* draws from decades of classroom experience and research in the field of reading. *Ten Steps* teaches what students need to succeed.

2. **Depth:** Each *Ten Steps* book explains ten essential reading skills. Examples, exercises, and online activities deepen skill coverage and require students to use what they’ve learned.

3. **Clarity:** Reading skills in *Ten Steps* are presented in clear, friendly language that helps students learn.

4. **Interest:** Dull readings discourage learning. *Ten Steps* books feature lively textbook excerpts, passages, and extended essays that appeal to students and make learning interesting and fun.

5. **Interactivity:** Learning requires students to engage with their materials. *Ten Steps* is full of printed AND online activities that get students to interact with key concepts.

6. **Teachability:** *Ten Steps* was created by teachers with an eye on the classroom. As a result, *Ten Steps* is teacher-friendly.

7. **Flexibility:** *Ten Steps* features a modular framework that can be modified to suit any instructional context.

8. **Synergy:** *Ten Steps* builds students’ reading skills through cumulative lessons. Skills learned in Part One must be applied to reading selections in Part Two and to combined-skills tests in Part Three.

9. **Rigor:** Reading skills require critical thinking skills. *Ten Steps* features challenging exercises that build both.

10. **Reliability:** Used by tens of thousands of students, *Ten Steps* has been proven to be the most effective print and digital combination for teaching college reading skills.
The Best Books Also Have the Best Electronic Resources

Ten Steps Plus is the most comprehensive collection of digital resources ever offered by Townsend Press.

See pages 6 and 9 for Ten Steps Plus features.

Bringing the entire Ten Steps Series and much more to your students’ tablets, smartphones, or computers—for just $6 when purchased with a textbook.*

“The students and I found the [Ten Steps] book to be a great source for learning and reinforcing reading skills. . . . The clear and concise explanations facilitated the introduction of the skills. The scaffolding of the exercises helped students progressively move toward a higher level of critical reading and thinking. The readings not only helped the students apply the skills to full-length writings, but they also promoted critical thinking discussions. On behalf of the students and myself, thank you. We had a very successful semester!”

— Denise Trinidad, Reading Instructor
Northern Essex Community College

*Or $29 when purchased alone, without textbook. A Limited/Lab Edition without eBooks is also available for lab/short-term students for $15. See page 6 for pricing.
### Features and Pricing Options for the Ten Steps Series

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Site licenses featuring bulk or multi-year discounts are available for Ten Steps Plus. Contact us for details.
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Janet M. Goldstein & John Langan  
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Chapter topics include the following for both Reading and Writing:
- Vocabulary Development
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- Supporting Details
- Relationships
- Inferences

Also includes chapters on:
- Understanding the Writing Process
- Fifteen Selections for Readers and Writers
- Longer Selections in Reading and Writing

Key Features
✓ Integration of reading and writing. Rather than dividing these fundamentally interrelated skills, the books teach them as they should be taught: together.

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✓ Standards-based instruction. Both books share deep and substantive alignment with Common Core and other state standards and the skills colleges seek.

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- Supporting Details
- Relationships
- Inferences
- Argument

Also includes chapters on:
- Understanding the Writing Process
- Fifteen Selections for Readers and Writers

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John Langan  
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✓ Ease of use.
✓ Abundant practice.
✓ Lively, engaging materials.
✓ Superior supplements.

Differences between the two editions:

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A digital companion or alternative to our print texts. Includes:

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1. Subjects and Verbs
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3. Subject-Verb Agreement
4. Sentence Types
5. Fragments I
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7. Run-Ons and Comma Splices I
8. Run-Ons and Comma Splices II
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16. Punctuation Marks
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18. Pronoun Problems
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* Short Versions of Building, Improving, and Advancing Vocabulary Skills are available for $9.90 each.
Or go digital with Vocabulary Plus, our adaptive word-building program that brings our entire Vocabulary Series to students’ tablet, smartphone, or computer.

Key Features

■ **A Proven Approach.** Research shows students learn best by seeing words repeatedly in different contexts, not through memorization. That’s why our books and Vocabulary Plus presents each word in at least 10 different contexts. Each encounter increases the chance a word will become part of a student’s permanent vocabulary.

■ **Abundant Practice.** Extensive practice exercises, unit reviews, crossword puzzles, and unit tests provide ample reinforcement. So does the repetition of learned words in later chapters. All this practice means that students learn in the best possible way: by working closely and repeatedly with each word.

■ **Emphasis on Key Words.** Our editors combined their own teaching experience with a number of word frequency lists to determine which words to cover. The result is a core of 1,700 key words, sequenced according to difficulty, that students will need to know.

■ **Affordable Pricing.** Our vocabulary options offer the highest possible quality at the lowest possible price. The books sell for $11.90, while a Vocabulary Plus subscription costs just $10. You can even bundle Vocabulary Plus with a textbook and save, for a total of $16.90. Site licenses are also available for institutional purchases.

■ **Supplements and Support.** Want an exam copy or wish to adopt Vocabulary Plus at your school? Have questions about compatibility? Contact us!
What’s in Vocabulary Plus?
Everything in our books PLUS these outstanding features:

- **Integrated eBooks:** A subscription to Vocabulary Plus includes ebooks of all 6 texts in the TP Vocabulary Series. If you prefer the layout of a book and want to refer to content of a specific page, you can do so with a click. With Vocabulary Plus, the entire Vocabulary Series is at your fingertips!

- **Expanded Chapter Exercises** for the six books in our Vocabulary Series. Depending on the titles, this includes anywhere from 6–8 interactive, instructive activities per chapter! Each provides item-specific feedback that helps students learn their new words.

- **Unit Reviews**—including crossword puzzles, analogies, and synonym and antonym activities—adapted from the printed books.

- **Independent Study (VPI):** A user-friendly, adaptive mode of Vocabulary Plus that individually assesses students and manages assignments. Suitable for classes and/or individual students, VPI dynamically adjusts difficulty to keep students challenged and motivated. And it rewards them too! Plus educators can view students’ progress with a simple click.

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- **Sentence-Writing Activities,** new for Vocabulary Plus, allow students to compose sentences to show their understanding of newly learned words. Instructors can easily review and score these sentences online.

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- **eBook Reader**
  - Vocabulary Basics, 2e
  - Judith Nadell, Beth Johnson, 2011
  - 260 pages

- **Assignments**
  - Introduction
  - To the Student
  - Pronunciation Guide

- **Chapter 1: The Nose Knows**
  - Learning Eight New Words

**Chapter 17: The Famous Detective**

- Ten Words in Context
- Matching Words with Definitions
- Sentence Check 1
- Sentence Check 2
- Word Work
- Synonyms and Antonyms
- Final Check
- Writing Sentences

**Unit 1**

5. gregarious
My dog is very gregarious, making friends wherever he goes.

- No Credit
- Half Credit
- Full Credit

6. optimum
The optimum temperature for me is 75.

- No Credit
- Half Credit
- Full Credit

7. ostentatious
I think fur coats are an ostentatious article of clothing.

- No Credit
- Half Credit
- Full Credit

**Vocabulary Assessment Completed:**

Your assessment is completed! Thank you for completing your current vocabulary level and starting point.

**Advancing Vocabulary Skills**

- Sentence Check 1: Adding One Word to a Sentence
- Sentence Check 2: Adding Two Words to an Item
- Writing Sentences
- Matching Words with Definitions
- Synonyms and Antonyms
- Sentence Check 2
- Sentence Check 1
- Ten Words in Context

**Additional Special Features:** Unique Online Tests • Audio & Visual Enhancements • Reinforcement of Previously-Learned Words • Detailed Score Reports • Powerful, Intuitive Controls & Administrative Tools • and much more!

**Ten Words in Context**

1. detriment
Many students in the 1960s who disapproved of using drugs.

- No Credit
- Half Credit
- Full Credit

2. dexterous
Many students in the 1960s who disapproved of using drugs.

- No Credit
- Half Credit
- Full Credit

3. discretion
Many students in the 1960s who disapproved of using drugs.

- No Credit
- Half Credit
- Full Credit

4. facetious
Many students in the 1960s who disapproved of using drugs.

- No Credit
- Half Credit
- Full Credit

5. scrupulous
Many students in the 1960s who disapproved of using drugs.

- No Credit
- Half Credit
- Full Credit

6. optimum
Many students in the 1960s who disapproved of using drugs.

- No Credit
- Half Credit
- Full Credit

7. ostentatious
Many students in the 1960s who disapproved of using drugs.

- No Credit
- Half Credit
- Full Credit
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**IMPORTANT NOTE:** Site Licenses for bulk subscriptions are available. Contact us for details.

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