Preventing Students for College-Level Reading?
We can help—in Ten Steps.

Introducing the Seventh Edition of

Ten Steps to Improving College Reading Skills

Available as a book or as a digital program.

A time-tested print or digital program that will raise your students’ reading levels.

Proven to help students build reading strategies needed for college success, Ten Steps to Improving College Reading Skills is the most widely used text in the acclaimed Ten Steps reading series. Now in a brand-new edition, the text remains the best book available to prepare students for the demands of college reading.
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!

Proven, research-based, and affordable, the Ten Steps Series is the best sequence of books to prepare students for college success. And now it is stronger than ever—with a new edition and Ten Steps Plus.

(See next page for details.)

Featuring a New Edition

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Study conducted in 2014 by SEG Measurement.
Introducing a New Edition . . .

Ten Steps to Improving College Reading Skills

Ten Steps to Improving College Reading Skills, 7/e, carefully explains, illustrates, and teaches ten key skills that prepare students for college-level reading. It is available both in print and as a digital program.

READING LEVEL 8–12
John Langan
660 pages
ISBN 978-1-59194-566-6 (Student Edition—Book only)
ISBN 978-1-59194-569-7 (Bundle with Ten Steps Plus)

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Preface: To the Instructor

INTRODUCTION
1 How to Become a Better Reader and Thinker
2 Reading for Power and Pleasure
3 Some Quick Study Tips

PART ONE Ten Steps to Improving College Reading Skills
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   Reading: The Power of Kindness
   Mastery Tests
2 Main Ideas
   Reading: Time to Unplug?
   Mastery Tests
3 Supporting Details
   Reading: Child-Rearing Styles
   Mastery Tests
4 Implied Main Ideas
   Reading: Rowing the Bus
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5 Relationships I
   Reading: From Crayons to Chemo, He’s Back by Her Side
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6 Relationships II
   Reading: Students in Shock
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7 Inferences
   Reading: Relationships in the 21st Century
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8 Purpose and Tone
   Reading: The Scholarship Jacket
   Mastery Tests
9 Argument
   Reading: The Biggest Misconception about College Students
   Mastery Tests
10 Critical Reading
   Reading: The 2,000-Year-Old Wonder Drug
   Mastery Tests

PART TWO Ten Reading Selections
1 The True Meaning of Love
2 Sleepless in America
3 Not If, But When
4 The Opioid Crisis in America
5 Vulnerable Areas in Marital Adjustment
6 Coping with Nervousness
7 Compliance Techniques: Getting People to Say Yes
8 Lizzie Borden
9 The Four Pillars of Meaning
10 The Power Within

PART THREE Relationships and Combined-Skills Tests
1 Relationships Tests
2 Combined-Skills Tests

APPENDIXES
1 Pronunciation Guide
2 Writing Assignments
3 Limited Answer Key
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 Teacher’s Edition
- Electronic Teacher’s Guide
- PowerPoints
- Ten Steps Plus

AND

Top Ten Reasons Teachers 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 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 activities prompt students to interact with key concepts, bolstering learning.

6. **Teachability:** Ten Steps was created by a teacher 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 are 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. **Proven 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.

See details on page 6.
Introducing: *Ten Steps Plus* . . .

The **Best** Books Have the **Best** Electronic Resources

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

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 $12. See page 8 for pricing.*
What’s Included in *Ten Steps Plus*

**Ten Steps eBooks:** Educators know *Ten Steps* is the leading series of books for teaching college-level reading. A subscription to *Ten Steps Plus* includes **access to the entire series**! eBooks are accessed inside the Learning Center and include bookmarking, highlighting, and note-taking capabilities.

**The Readings Bank:** *Ten Steps Plus* comes with 15 new readings complete with Lexile scores and reading comprehension and writing assignments. These readings retain the same lively, high-interest quality of our books. See for yourself today with your instructor account. Don’t have one? Visit www.townsendpress.net and create one.

**The Skills Bank:** Want to teach a unit on main ideas? Looking to offer a learning module on inferences? Need students in your co-requisite class to brush up on supporting details? The Skills Bank makes it easy. Featuring the full array of online exercises and tests from the *Ten Steps Series*, the Skills Bank lets you choose the skill(s), level(s), and sequence you want to teach.

**The Townsend Library:** To become stronger readers, **students need to read more**. With *Ten Steps Plus*, they can. Access to eBooks of 120+ titles in the popular Townsend Library is included. Assign a novel or two in class and host an online discussion. It’s all part of *Ten Steps Plus*.

**Exercises and Mastery Tests:** *Ten Steps Plus* features thousands of additional, web-only exercise and test items aligned with the *Ten Steps Series* to teach reading skills.
Key Features of the TP Learning Center and *Ten Steps Plus*

**College Reading Tests** that help you assess students’ specific skills and guide class instruction.

**Integrated mastery tests** and alternate mastery tests linked directly to skills taught in the books/eBooks—and written by the author of the texts.

**Thousands of interactive items** complete with annotations that teach the reading skills you select.

**Enhanced controls** that allow you to easily create classes, configure assignments, manage enrollment, and record progress.

**Open-ended assignments** now include writing prompts and hosted discussions for Townsend Library titles, allowing students to interact with readings and classmates to facilitate learning.

**The Townsend eBook Reader**, a browser-based reader that allows students to read, bookmark, highlight, and annotate their Townsend Press eBooks.
## Pricing Options and the *Ten Steps* Series

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### Important Note to Educators

Site licenses featuring bulk or multi-year discounts are available for *Ten Steps Plus*. Contact us for details.
The Best Vocabulary Series Just Got Better!

Why These Books Work

- **The Words-in-Context Approach.** Students learn new words by encountering them in meaningful contexts—not through rote memorization. Our books provide at least six different contexts for each vocabulary word!
- **Abundant Practice.** Each book is packed with activities, exercises, unit reviews, and tests that prompt students to interact closely with each new vocabulary word. The result: students’ word banks grow!
- **Appealing Content.** Dull materials discourage learning. Our books avoid that. Each features high-interest passages students will want to read.
- **Relevant Words.** Words in the series were drawn from word frequency lists with alignment to state standards and high-stakes tests. The aim: to equip students with the words they need to know.

**About Vocabulary Plus**

- **Vocabulary Plus** brings the entire Vocabulary Series to your smartphone, tablet, or computer for about the cost of a single book!
- **Includes Independent Study.** The program assesses a student’s vocabulary level and individualizes assignments, saving you the work and time of doing so.

**DIGITAL MATERIALS:** Vocabulary Plus • $11.90 each

**COMBINED MATERIALS** • $16.90 each

Vocabulary texts purchased with Vocabulary Plus offer a savings of over $6.
And Introducing . . .

A Book for Your Writing Classes

Clear Thinking and Writing, 2/e

A powerful print or digital writing program that will help your students learn to think and write clearly.

- Teaches the basics of clear thinking
- Explains the writing process and common writing patterns
- Provides a wide range of more than 100 writing assignments
- Includes grammar and punctuation skills
- Available in print ($29), as an eBook ($25), and as a combined print-electronic bundle ($35)
- eBook and bundle accompanied by 25 progressive online tests on the basics of clear thinking

SEE FOR YOURSELF! Scan this QR code to see our 10-minute video lesson about the basics of clear thinking. The video is available free in the Learning Center at www.townsendpress.net and on our YouTube channel.
Townsend Press is committed to creating books of the highest possible quality at the lowest possible price. All of the prices below are net prices. Note that bookstores typically sell books at about 33% above net price.

**IMPORTANT NOTE:** Site Licenses for bulk subscriptions are available. Contact us for details.

### READING-WRITING BOOKS

**NEW**

- Clear Thinking and Writing, 2/e (978-1-59194-552-9) .................................................. $29.00
- Clear Thinking and Writing, 2/e with English Plus (978-1-59194-565-9) ........................................ $35.00
- English Essentials (978-1-59194-022-7—book only) .................................................. $25.00
- English Essentials with English Plus (978-1-59194-468-3) ............................................. $29.00
- English Plus 10-month Student Access Card (978-1-59194-466-9) ........................................ $20.00
- Voices and Values: A Reader for Writers, Second Edition (978-1-59194-443-0) ........................................ $24.00
- The Reading-Writing Connection (978-1-59194-301-3—book only) ........................................ $29.00
- The Reading-Writing Connection with Plus Access (978-1-59194-491-1) ........................................ $35.00
- The Advanced Reading-Writing Connection (978-1-59194-425-6—book only) ........................................ $29.00
- The Advanced Reading-Writing Connection with Plus Access (978-1-59194-492-8) ........................................ $35.00
- Reading-Writing Plus 10-month Student Access Card (978-1-59194-493-5) ........................................ $29.00
- Reading-Writing Plus LE 4-month Student Access Card (978-1-59194-500-0) ........................................ $12.00

### READING BOOKS

- Ten Steps to Building College Reading Skills, Sixth Edition (978-1-59194-464-5) ........................................ $29.00
- Ten Steps to Improving College Reading Skills, Sixth Edition (978-1-59194-423-2) ........................................ $29.00

**NEW**

- Ten Steps to Improving College Reading Skills, Seventh Edition (978-1-59194-566-6) ........................................ $29.00
- Ten Steps to Advancing College Reading Skills, Sixth Edition (978-1-59194-434-8) ........................................ $29.00
- Ten Steps to Mastering College Reading Skills (978-1-59194-520-8) ........................................ $29.00
- Ten Steps Plus 10-month Student Access Card (978-1-59194-478-2) ........................................ $29.00
- Ten Steps Plus 10-month Student Access E-mailed (978-1-59194-478-2e) ........................................ $29.00
- Ten Steps Plus LE 4-month Student Access E-mailed (978-1-59194-490-4e) ........................................ $12.00

Combined printed Ten Steps reading book + Ten Steps Plus subscription (see website for ISBNs) ........................................ $35.00

### VOCABULARY BOOKS AND ONLINE SUBSCRIPTIONS

**NEW**

- Vocabulary Basics, Second Edition (1-59194-235-7) ........................................ $11.90
- Vocabulary Basics, Third Edition (978-1-59194-554-3) ........................................ $11.90
- Groundwork for a Better Vocabulary, Fourth Edition (1-59194-223-3) ........................................ $11.90

**NEW**

- Groundwork for a Better Vocabulary, Fifth Edition (978-1-59194-556-7) ........................................ $11.90
- Building Vocabulary Skills, Fifth Edition (978-1-59194-524-6) ........................................ $11.90
- Improving Vocabulary Skills, Fifth Edition (978-1-59194-526-0) ........................................ $11.90
- Advancing Vocabulary Skills, Fifth Edition (978-1-59194-528-4) ........................................ $11.90

**NEW**

- Mastering Vocabulary Skills (978-1-59194-558-1) ........................................ $11.90
- Vocabulary Plus Printed Access Kit (978-1-59194-436-2) ........................................ $11.90
- Vocabulary Plus E-mailed Access Code (978-1-59194-436-2e) ........................................ $11.90

Combined printed vocabulary book + Vocabulary Plus subscription (see website for ISBNs) ........................................ $16.90

### THE TOWNSEND PAPERBACK LIBRARY

Each paperback in the Townsend Library and Bluford Series (see website for ISBNs) ........................................ $2.00

### A Note about Supplemental Materials

Supplements are available for all textbooks above. Instructor’s Editions for each book are FREE with an adoption of 20 or more copies of that book. Downloadable Instructor’s Manuals/Test Banks are FREE to instructors with accounts in our Learning Center.

Effective March 2019
Federal ID number: 22-2619805

Fax: 1-800-225-8894
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Our Materials Work.
Educators tell us what studies confirm: that our materials effectively teach reading, writing, grammar, and vocabulary. Try us and you’ll see.

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