Introducing the Seventh Edition of

Ten Steps to Improving College Reading Skills

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.
Ten Steps Reading Series: The Standard of Success

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.)

Study conducted in 2014 by SEG Measurement.

Featuring a New Edition

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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

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   Reading: The Power of Kindness
   Mastery Tests
2 Main Ideas
   Reading: Time to Unplug?
   Mastery Tests
3 Supporting Details
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4 Implied Main Ideas
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   Reading: From Crayons to Chemo, He’s Back by Her Side
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9 Argument
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1 The True Meaning of Love
2 Sleepless in America
3 Not If, But When
4 The Opioid Crisis in America
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6 Coping with Nervousness
7 Compliance Techniques: Getting People to Say Yes
8 Lizzie Borden
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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

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.
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 $15. 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.
College Reading Tests that help you assess students' specific skills and guide class instruction.

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

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

The Townsend eBook Reader, a browser-based reader that allows students to read, bookmark, highlight, and annotate their Townsend Press eBooks.

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.
**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.

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

**COMBINED MATERIALS • $16.90 each**

**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.

Vocabulary texts purchased with *Vocabulary Plus* offer a savings of over $6.
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.
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**IMPORTANT NOTE:** Site Licenses for bulk subscriptions are available. Contact us for details.

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