

**Is Developmental English
your specialty?
It's ours, too.**



Reading • Writing • Grammar • Vocabulary
(Page 3) (Page 7) (Page 10) (Page 12)



Townsend Press

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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.

For more than 25 years, our materials have set the standard for clarity, ease of use, and efficacy for college students working to build their English skills.

Let us show you why.

The pages that follow showcase our print and digital offerings. Our pricing is transparent—and most of our materials are available in print or digital formats, or in print/digital bundles. Bulk and multi-year discounts are available for all digital materials.

We invite you to contact us for samples of print and electronic materials that interest you. If you'd like to discuss what you see, please write or call us. You'll discover we are as passionate about helping your students learn as you are.

We hope to hear from you soon!

John Langan

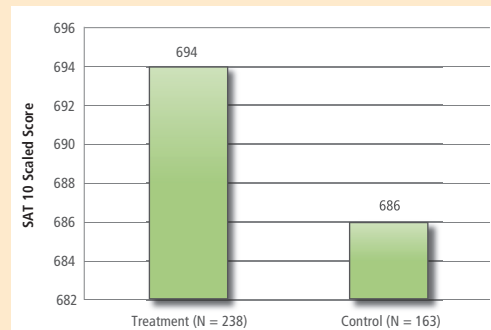
President, Townsend Press

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!

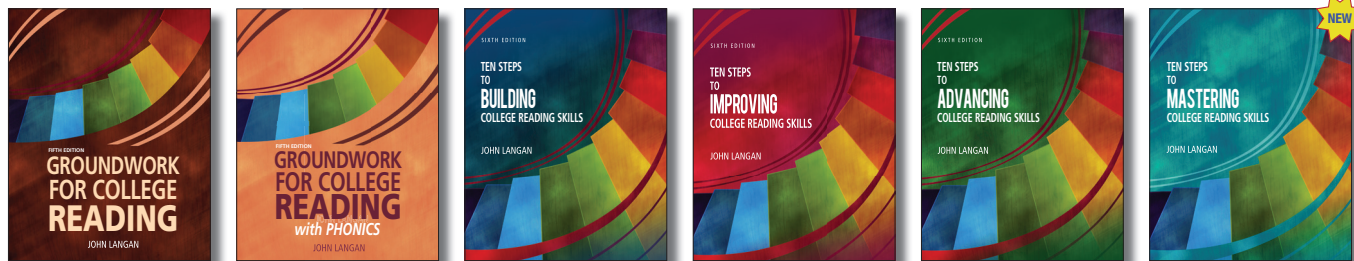
Proven, research-based, and affordable, the *Ten Steps Series* is the best sequence of books to prepare students for college success. **And now it is stronger than ever with new editions and *Ten Steps Plus*.**

Figure 1: Ten Steps Reading Series Users Outperform Users of Other Textbooks On Reading Comprehension Posttest



Study conducted in 2014 by SEG Measurement.

FEATURING TWO NEW EDITIONS



Title/ISBN	Suggested Reading Level	Avg. Lexile Score	Page Count	Price	Web Support
<i>Groundwork for College Reading, 5/e</i> ISBN: 978-1-59194-472-0	6–8	850	532	\$29	YES
<i>Groundwork for College Reading with Phonics, 5/e</i> ISBN: 978-1-59194-486-7	6–8	850	612	\$29	YES
<i>Ten Steps to Building College Reading Skills, 6/e</i> ISBN: 978-1-59194-464-5	8–9	1000	642	\$29	YES
<i>Ten Steps to Improving College Reading Skills, 6/e</i> ISBN: 978-1-59194-423-2	9–10	1050	664	\$29	YES
<i>Ten Steps to Advancing College Reading Skills, 6/e</i> ISBN: 978-1-59194-434-8	10–11	1150	724	\$29	YES
NEW <i>Ten Steps to Mastering College Reading Skills</i> ISBN: 978-1-59194-520-8	11–12	1200	672	\$29	YES

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

AND

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.

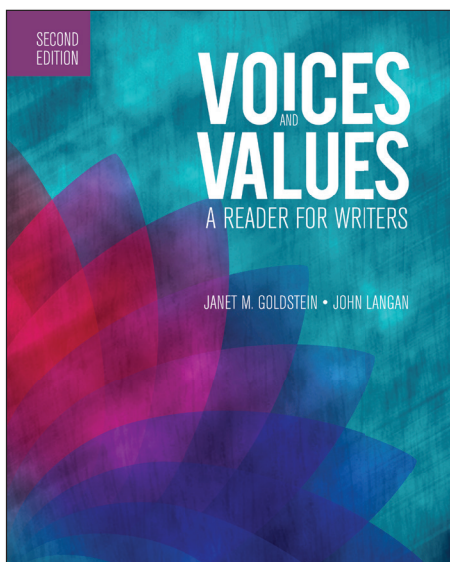
Features and Pricing Options for the *Ten Steps* Series

	PRINT	ELECTRONIC	ELECTRONIC	PRINT & ELECTRONIC
	<i>TEN STEPS BOOKS</i>	<i>TEN STEPS PLUS LE</i> Limited Edition (4 months)	<i>TEN STEPS PLUS</i> Full Edition (10 months)	<i>TEN STEPS BOOKS with PLUS</i> Full Edition (10 months)
	\$29	\$15	\$29	\$35
Printed <i>Ten Steps</i> text with skills, practice exercises, tests, and readings	✓			✓
Additional printable tests (in downloadable Instructor's Manual/Test Bank)	✓	✓	✓	✓
PowerPoints (available to instructors for downloading)	✓	✓	✓	✓
<i>Ten Steps Series</i> Ebooks			✓	✓
Townsend Library Ebooks			✓	✓
Digital Practice Exercises in Learning Center		✓	✓	✓
Digital Mastery Tests in Learning Center		✓	✓	✓
Learning Center Class Management, Assignment and Grading tools		✓	✓	✓
<i>Ten Steps Plus</i> Skills Bank		✓	✓	✓
<i>Ten Steps Plus</i> Readings Bank		✓	✓	✓

Important Note to Educators:

Site licenses featuring bulk or multi-year discounts are available for *Ten Steps Plus*. Contact us for details.

Want to engage and inspire writers? Try:



Voices and Values, 2/e

Janet M. Goldstein & John Langan

Reading level 9–13

ISBN 978-1-59194-443-0

480 pages • \$24

A collection of lively, thought-provoking essays students will want to read and discuss.

Accompanying each selection are activities that help students improve their reading, thinking, and writing skills. Activities include freewriting, discussion, vocabulary, and reading comprehension questions, as well as paragraph and essay assignments. The book is suited to reading-writing classes or as a core text in a writing class focused on covering paragraphs, essays, or both.

Featuring essays about gratitude, personal growth, fairness, responsibility, kindness, and courage by Alex Haley, Amy Tan, Mark Bowden, Alice Walker, Nicholas Kristof, and many others.

OR

Clear Thinking and Writing

John Langan

Reading level 6–10

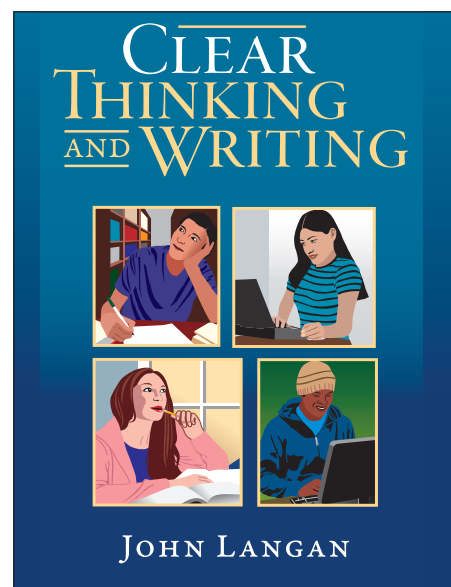
ISBN 1-59194-187-3

44 pages • \$12

**Writing instruction doesn't have to be a chore.
We make it engaging and fun!**

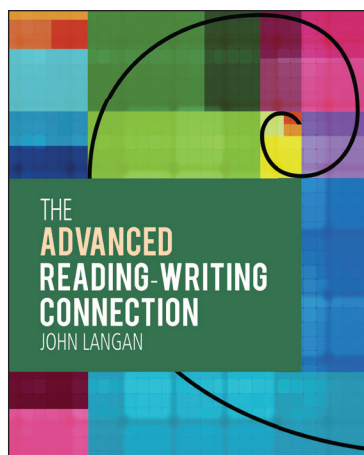
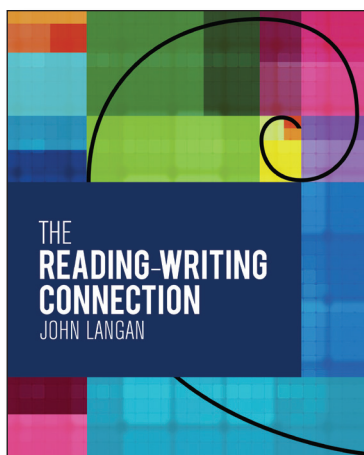
Too many writing books lose sight of the forest for the trees. *Clear Thinking and Writing* gets to the heart of the matter to help students focus their thinking and improve their writing. Students learn that the most important things to do as a thinker and writer are to:

1. Make a clear point.
2. Provide solid support for the point.

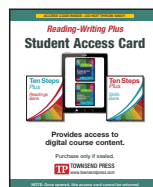


Chapter topics include: Introduction to Point and Support • Point and Support Outlines • Common Mistakes in Writing • Organization • Difference between a Paragraph and an Essay • The Writing Process • Writing Assignments • Writing and Reading + a Special Offer

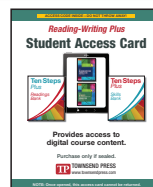
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John Langan

Reading level 7–11 • 1020L

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(book with *Reading-Writing Plus*)

See page 9 for details

Chapter topics include the following for both Reading *and* Writing:

- Vocabulary Development • Main Ideas • Supporting Details • Relationships • Inferences

Also includes chapters on:

- Understanding the Writing Process
- Fifteen Selections for Readers and Writers • Longer Selections in Reading and Writing

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Reading level 9–13 • 1210L

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Also includes chapters on:

- Understanding the Writing Process
- Fifteen Selections for Readers and Writers

Key Features

- ✓ **Integration of reading and writing.** Rather than dividing these fundamentally interrelated skills, the books teach them as they should be taught: *together*.
- ✓ **Emphasis on clear thinking.** Students learn to identify main ideas and supporting details in essays and in their own writing—a central critical thinking skill required in college and on standardized tests.
- ✓ **Standards-based instruction.** Both books share deep and substantive alignment with Common Core and other state standards and the skills colleges seek.
- ✓ **Frequent practice.** All skills and concepts are reinforced with numerous, cumulative hands-on activities that *teach* students.
- ✓ **Engaging content.** Students will experience genuine interest in the lively essays they read and the thought-provoking assignments they write.
- ✓ **Ease of use.** The sequence in each book—from explanation to example to practice to mastery test—helps make skills easier for teachers to teach and for students to learn.

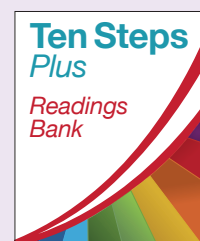
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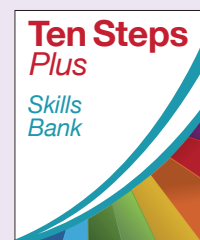
Complete Series Ebooks: The *Ten Steps Series* and our *Reading-Writing Connection* books are bestselling texts for teaching college reading and writing. Each series is included, respectively, with a full subscription to *Ten Steps Plus* or *Reading-Writing Plus*. Accessed inside the Learning Center, these ebooks include bookmarking, highlighting, and note-taking capabilities.



The Readings Bank: A digital exclusive, this collection of 15 new readings features the lively, high-interest tone and content found in our books. They also include Lexile scores, reading comprehension questions, and writing assignments.



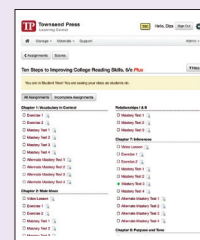
The Skills Bank: Want to teach a unit on main ideas? Looking to offer a learning module on inferences? Need students in your co-requisite class to brush up on supporting details? The Skills Bank makes it easy. Featuring the full array of online exercises and tests from the *Ten Steps Series*, the Skills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



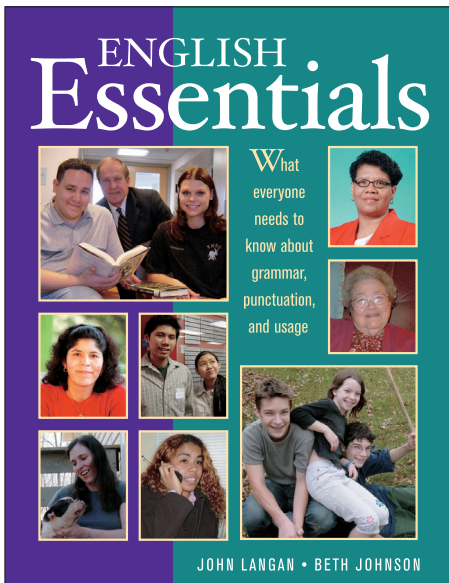
The Townsend Library: To become stronger readers, *students need to read more*. That's why we include ebooks of all 100+ titles in the popular Townsend Library with each *full Ten Steps Plus* or *Reading-Writing Plus* subscription.



Exercises and Mastery Tests: The Learning Center has long hosted thousands of exercises and test items to teach reading skills. These acclaimed materials are now part of *Ten Steps Plus* and *Reading-Writing Plus*.



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John Langan & Beth Johnson

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English Essentials teaches grammar, punctuation, and usage in a lively way: with personal stories and pictures. And it prepares students for standardized tests by providing **abundant practice activities**.

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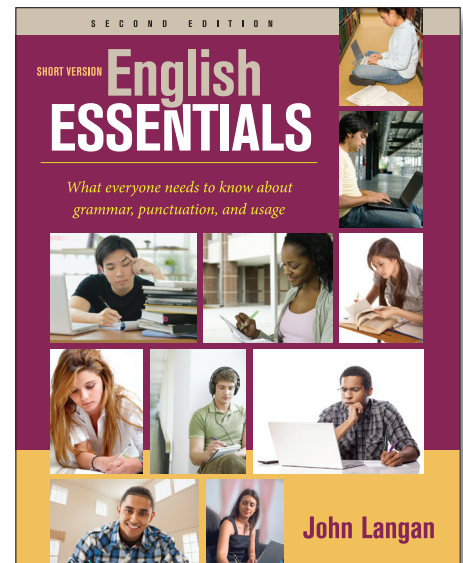
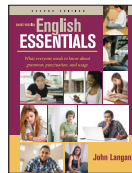
English Essentials, Short Version, 2/e

John Langan

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This more concise form of *English Essentials* teaches grammar, punctuation, and usage skills and the basics of effective writing.

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Differences between the two editions:

- The **full version** of *English Essentials* includes 3 activities and 5 tests per chapter. It also features pictures and personal stories and is 346 pages.
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- 2 Irregular Verbs
- 3 Subject-Verb Agreement
- 4 Sentence Types
- 5 Fragments I
- 6 Fragments II
- 7 Run-Ons and Comma Splices I
- 8 Run-Ons and Comma Splices II
- 9 Commas
- 10 Apostrophes
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- 13 Capital Letters
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- 15 Preparing a Paper
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- 17 Pronoun Forms
- 18 Pronoun Problems

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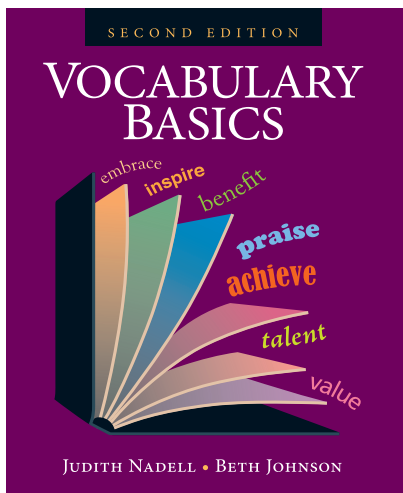


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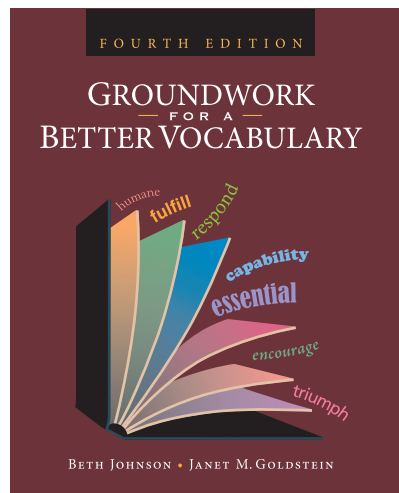
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Words have power. Our acclaimed Vocabulary Series* will help your students master that power!



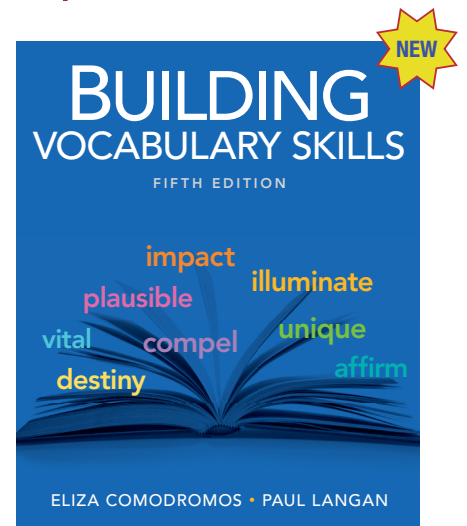
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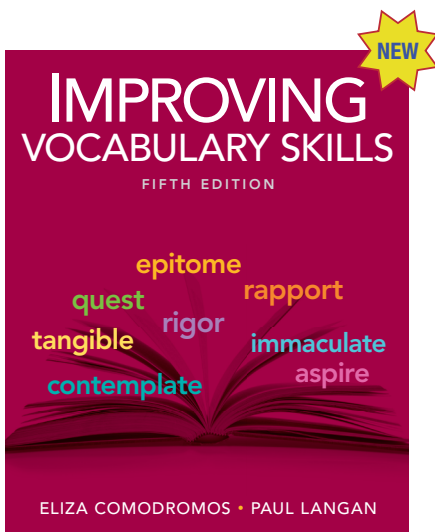
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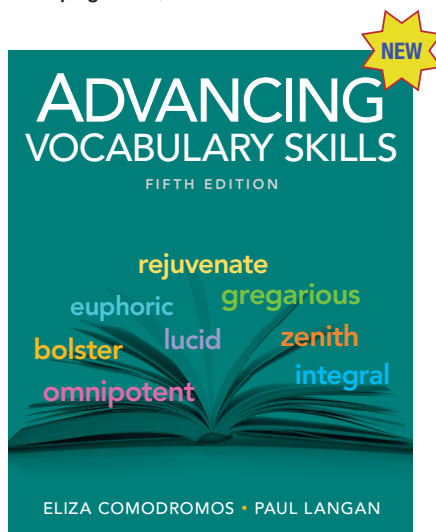
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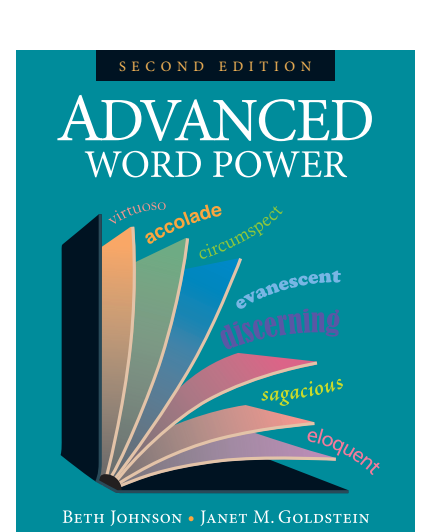
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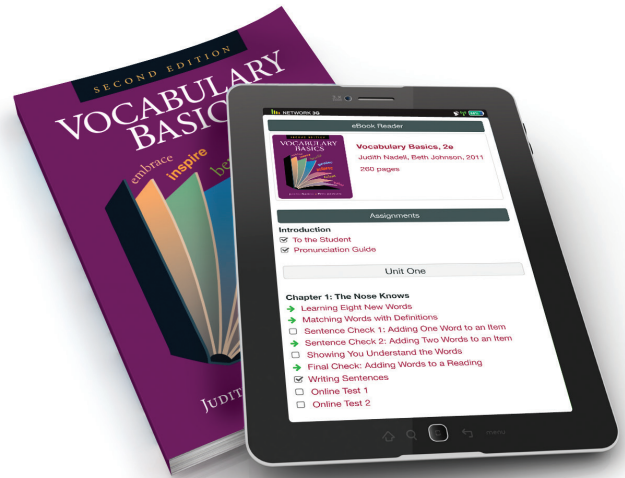
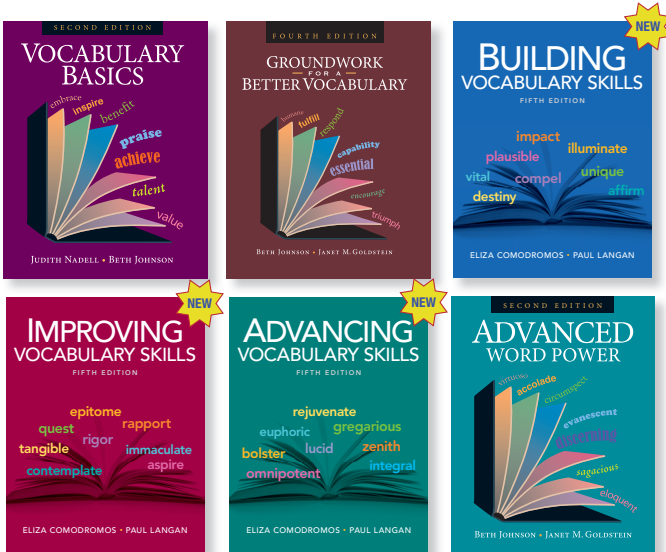


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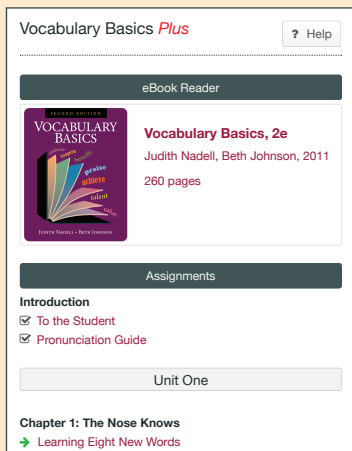
Key Features

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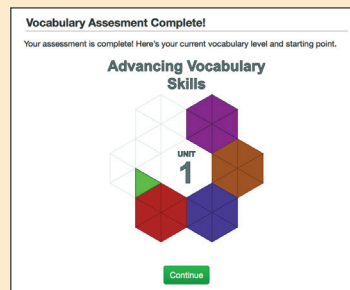
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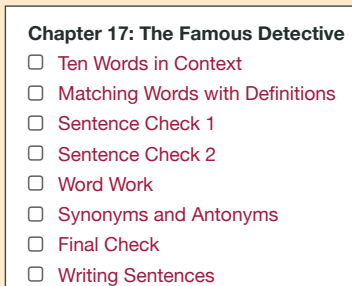
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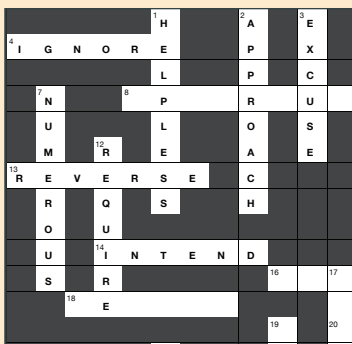
● **Expanded Chapter Exercises** for the six books in our Vocabulary Series. Depending on the titles, this includes anywhere from 6–8 interactive, instructive activities per chapter! Each provides item-specific feedback that helps students learn their new words.



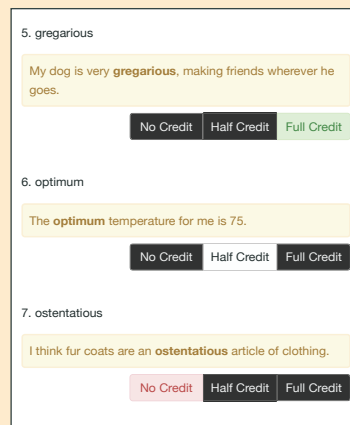
● **Word Parts Chapters** that teach prefixes, suffixes, and word roots. Students who learn these word parts will be better equipped to decipher the meanings of thousands of other words in which they appear.



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