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# Product Description Writing Examples

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Authentic Assessment

Bringing the Neuroscience of Learning to Online Teaching

Describe It on Amazon.

Food, Labor, and Beverage Cost Control

Managing Enterprise Content

Relational Database Programming

Everybody Writes

Turn Ideas Into Products

11+ Essentials Creative Writing Examples

Managing successful projects with PRINCE2

How to Write Copy That Sells

The PRINCE2 Practitioner

Sell Like Hell - The Copywriter's Nifty Handbook

Communications Writing and Design

Lucky Dog Lessons

PRINCE2 For Beginners  
Technical English  
Grumpy Monkey Party Time!  
1337 Use Cases for ChatGPT & other Chatbots in the AI-Driven Era  
Preparing a Course  
Analysing Genre  
Measure What Matters  
Practical PRINCE2  
Examples & Explanations for Legal Writing  
Construction Specifications Writing  
Writing for the Internet  
Badass: Making Users Awesome  
Readercentric Writing for Digital Media  
Sales Professional's Guide to Writing Winning Proposals  
Technical Writing  
Radical Candor: Be a Kick-Ass Boss Without Losing Your Humanity  
Specification by Example  
Guidebook for the Preparation of HACCP Plans  
Reading Like a Writer  
Writing for Design Professionals

How to Write and Present Technical Information  
Technical Communication for Engineers  
Writing Great Specifications  
101 Product Descriptions Playbook

*Product  
Description  
Writing  
Examples*

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**WIGGINS SIMPSON**

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**Authentic Assessment**

Simon and Schuster

This book presents an altogether new approach to writing and evaluating writing in digital media. It suggests that usability theory provides few tools for evaluating content, because usability theory

assumes only one kind of writing on the Internet. The author suggests three models: user-centric (usability model), persuasion-centric (encouraging the reader to linger and be persuaded--Canon camera ads), and quality-centric (encouraging the reader to linger and learn or be entertained because of the quality of the writing--NASA.gov and YouTube).

Designed for professional writers and writing students, this text provides a rubric for writing in digital media, but more importantly, it provides a rubric and vocabulary for identifying and explaining problems in copy that already exists. The Internet has become a pastiche of cut-and-paste content, often placed by non-writers to fill space for no particular

reason or by computers with no oversight from humans (e.g., Amazon.com). Because these snippets are typically on topic (but often for the wrong purpose or audience), professional writers have difficulty identifying the problems and an even harder time explaining them. Finding an effective tool for identifying and explaining problems in digital content becomes a particularly important problem as writers increasingly struggle with growing complications in

complex information systems (systems that create and manage their own content with little human intervention). Being able to look at a body of copy and immediately see that it is problematic is an important skill that is lacking in a surprising number of professional writers. [Bringing the Neuroscience of Learning to Online Teaching](#) John Wiley & Sons This practical resource draws on the best of neuroscience to inform

decision-making about digital learning. We live in unprecedented times that have pushed schools to make many decisions that have been postponed for years. For the first time since the inception of public education, teachers have been invited to redesign the learning landscape by integrating an intelligent selection of digital educational resources and changing pedagogical approaches based on information from the learning sciences. This handbook will help teachers make the most

of this opportunity by showing them how to use digital tools to differentiate learning, employ alternative options to standardized testing, personalize learning, prioritize social-emotional skills, and inspire students to think more critically. The author identifies some gems in quality teaching that are amplified in online contexts, including 40 evidence-informed pedagogies from the learning sciences. This book will help all educators move online

teaching and learning to new levels of confidence and success. Book Features: Provides quick references to key planning tools like decision-trees, graphics, app recommendations, and step-by-step directions to help teachers create their own online learning courses. Guides teachers through a 12-step model for instructional design that meets both national and international standards. Shows educators how to use an all-new Digital Resource

Taxonomy to select resources, and how to research and keep them up to date. Explains why good instructional design and educational technology are complementary with best practices in learning sciences like Mind, Brain, and Education Science. Shares ways teachers can leverage technology to create more time for the personalized aspects of learning. Shows educators how to design online courses with tools that let all students begin at their own starting

points and how to differentiate homework. Offers evidence-informed pedagogies to make online intimate and authentic for students.

**Describe It on Amazon.**

Routledge Communications Writing and Design is an integrated, project-based introduction to effective writing and design across the persuasive domains of communication. Build a strong foundation of core writing and design skills using professionally-designed examples that

illustrate and reinforce key principles Readers learn and analyze techniques by creating 15 projects in marketing, advertising, PR, and social media with the help of strategy suggestions, practical tips, and professional production techniques Written by an experienced professional and teacher, with a focus on the cross-disciplinary nature of contemporary communication work Learning is reinforced through a variety of pedagogical features: learning objectives,

helpful mnemonics, real-life projects and applications, chapter references for further study, and end-of-chapter summaries and exercises A companion website with multimedia slides, exam questions, learning videos, and design guides provides additional learning tools for students and instructors [Food, Labor, and Beverage Cost Control](#) Kogan Page Publishers 101 Product Descriptions Playbook [Managing Enterprise Content](#) Teachers College

Press  
Summary Specification by Example is an emerging practice for creating software based on realistic examples, bridging the communication gap between business stakeholders and the dev teams building the software. In this book, author Gojko Adzic distills interviews with successful teams worldwide, sharing how they specify, develop, and deliver software, without defects, in short iterative delivery cycles. About the

Technology Specification by Example is a collaborative method for specifying requirements and tests. Seven patterns, fully explored in this book, are key to making the method effective. The method has four main benefits: it produces living, reliable documentation; it defines expectations clearly and makes validation efficient; it reduces rework; and, above all, it assures delivery teams and business stakeholders that the software that's built is right for its

purpose. About the Book  
This book distills from the experience of leading teams worldwide effective ways to specify, test, and deliver software in short, iterative delivery cycles. Case studies in this book range from small web startups to large financial institutions, working in many processes including XP, Scrum, and Kanban. This book is written for developers, testers, analysts, and business people working together to build great software. Purchase of the print book comes with an offer of a

free PDF, ePub, and Kindle eBook from Manning. Also available is all code from the book. What's Inside Common process patterns How to avoid bad practices Fitting SBE in your process 50+ case studies  
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 == Table of Contents Part 1 Getting started Part 2 Key process patterns Part 3 Case studies Key benefits Key process patterns Living documentation Initiating the changes Deriving

scope from goals Specifying collaboratively Illustrating using examples Refining the specification Automating validation without changing specifications Validating frequently Evolving a documentation system uSwitch RainStor Iowa Student Loan Sabre Airline Solutions ePlan Services Songkick Concluding thoughts *Relational Database Programming* St. Martin's Press Everyone's favorite New York Times bestselling Grumpy Monkey is back in

this hilarious sequel about managing social anxiety and listening to your needs! Have you ever been a little anxious about going to a party? Jim Panzee feels that. Porcupine is having a big party, and according to Jim's best friend Norman, there will be--gulp--dancing. Jim can DEFINITELY not dance. When he tells his friends, they all try to teach him cool moves--surely that's the only reason Jim isn't excited about this party! Now, their job complete, the other animals sweep



Jim along, all the way to the dance floor. Jim is dipped, swayed, and twirled until he can't take it anymore--he just doesn't like to dance! When he lets everyone know, he's met with disbelief...until Water Buffalo reveals that he doesn't much care to dance, either. As more and more animals have the courage speak their truths, does this mean there's no place for them at this party? In this hilarious sequel to GRUMPY MONKEY, kids will learn that it's okay not

to go with the flow if they're uncomfortable, and that speaking up about what they need can help others speak up, too--and maybe they need the same thing!

**Everybody Writes** Florin Badita

Learn the best way of writing code to run inside a relational database. This book shows how a holistic and set-oriented approach to database programming can far exceed the performance of the row-by-row model that is too often used by developers who haven't been shown

a better way. Two styles of programming are encountered in the database world. Classical programming as taught in many universities leads to an atomic, row-oriented, and procedural style inspired by the structured models of programming. In short, many application developers write in the relational database exactly like in the user interface. The other style of programming is holistic, data set oriented, and coded mainly in SQL. This is the style of the database developer. The

set based and holistic style of development is not promoted enough in universities, and many application developers are not fully aware of it. There are many performance issues all over the world in relational databases due to the use of the atomic and inappropriate style of programming. This book compares the two styles, and promotes the holistic style of development as the most suitable one. Examples are given to demonstrate the superiority of a set-based and holistic

approach. Compares the two styles of development Shows the performance advantages of set-based development Solves example problems using both approaches Who This Book Is For Two Styles of Database Development is aimed at application developers willing to adapt their programming styles in return for better-performing applications. It's for students and new developers wanting to position themselves as having database expertise and build a reputation for developing highly-

performant database applications.

### **Turn Ideas Into**

**Products** Simon and Schuster

#1 New York Times

Bestseller Legendary venture capitalist John

Doerr reveals how the goal-setting system of

Objectives and Key

Results (OKRs) has helped tech giants from Intel to

Google achieve explosive growth—and how it can

help any organization

thrive. In the fall of 1999, John Doerr met with the

founders of a start-up whom he'd just given

\$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track

their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully

practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives

across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

### 11+ Essentials Creative Writing Examples

"O'Reilly Media, Inc."

A high-profile business manager describes her development of an optimal management course designed to help business leaders become balanced and effective without resorting to insensitive aggression or overt permissiveness.

### **Managing successful projects with PRINCE2**

The Stationery Office  
Now in its second edition—updated and expanded to address such issues as email etiquette

and Web-based marketing, communication, and job searches—the best-selling *Writing for Design Professionals* is the standard guide for mastering the complexities of effective writing in professional practice. Stephen A. Kliment explains the principles of clear writing, from the formal “Dear Ms. Jones: I recently visited Polk Street Elementary School, and I agree the facility urgently needs to be modernized to make way for the progressive

teaching techniques you have planned for your school district.... I believe that my firm, Izumi Associates, can make this happen” to the punchy remarks of the late William Caudill, “Say ‘frog,’ we’ll jump.” Dozens of sample letters, proposals, brochures, reports, book reviews, oral presentations, staff communications, and more—all drawn from the world of practice, and in both print and electronic formats—guide readers through the ins and outs of composing the end-

products of writing. Writing for Design Professionals is organized for easy reference, and includes the following topics:• marketing: Web sites, correspondence, brochures and portfolios, proposals, newsletters, and other promotional tools• project writing• writing in school• job applications and Web-based job boards• writing in academe• writing for the media• writing as a career• public speaking plus: how to avoid jargon and gender-specific language, tailor your

writing to your audience, enhance your writing with appropriate graphics, write to international clients, write as a product manufacturer, and measure the impact of what you write. Resources include lists of design media. Like a trustworthy desk-side consultant, Writing for Design Professionals, Second Edition, should be next to the computer of every architect, planner, interior designer, engineer, and student who wishes to present a polished, professional image

through effective written communication.

### How to Write Copy That Sells First Past the Post

Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. *Everybody Writes* is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that

means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are

our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content

marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now... And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In *Everybody Writes*, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy

of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons and rules apply across all of your online assets — like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to

guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book

covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done. Traditional marketing techniques are no longer

enough. Everybody Writes is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world.

### **The PRINCE2**

**Practitioner** Random House Studio  
Genre analysis has a long-established tradition in literature, but interest in the analysis of non-literary genres has been very recent. This book examines the theory of genre analysis, looks at genre analysis in action, taking texts from a wide variety of genres and

discusses the use of genre analysis in language teaching and language reform.

*Sell Like Hell - The Copywriter's Nifty*

*Handbook* Vikas

Publishing House

Technical Writing: A

Practical Guide for

Engineers, Scientists, and Nontechnical

Professionals, Second

Edition enables readers to

write, edit, and publish

materials of a technical

nature, including books,

articles, reports, and

electronic media. Written

by a renowned engineer



and widely published technical author, this guide complements traditional writer's reference manuals on technical writing through presentation of first-hand examples that help readers understand practical considerations in writing and producing technical content. These examples illustrate how a publication originates as well as various challenges and solutions. The second edition contains new material in every chapter including new topics, additional examples,

insights, tips and tricks, new vignettes and more exercises. Appendices have been added for writing checklists and writing samples. The references and glossary have been updated and expanded. In addition, a focus on writing for the nontechnical persons working in the technology world and the nonnative English speaker has been incorporated. Written in an informal, conversational style, unlike traditional college writing texts, the book also contains many

interesting vignettes and personal stories to add interest to otherwise stodgy lessons. *Communications Writing and Design* Penguin Technical Communication for Engineers has been written for undergraduate students of all engineering disciplines. It provides a well-researched content meticulously developed to help them become strategic assets to their organizations and have a successful career. The book covers the entire spectrum of learning

required by a technical professional to effectively communicate the technicalities of his subject to other technocrats or to a non-technical person at their proper levels. It is unique inasmuch as it provides some thoughtful pedagogical tools that help the students attain proficiency in all the modes of communication. Key Features □ Marginalia, which are spread throughout the book to clarify and highlight the key points. □ Tech Talk passages, which throw

light on the latest advancements in communication technology and their innovative use □ Application-based Exercise, which encourages the readers to apply the concepts learnt to real-life situation □ Language-based Exercise (Grammar & Vocabulary) to help readers assess their language competency □ Ethical Dilemma, which poses a complex hypothetical situation of mental conflict on choosing between difficult moral

imperatives □ Experiential Learning-based Exercise (Project Work) devised to help learner 'feel' or 'experience' the concepts and theories learnt and thereby gain hands-on experience

### **Lucky Dog Lessons**

Waveland Press

The Hazard Analysis Critical Control Points (HACCP) system is a logical, scientific system that can control safety problems in food production. This guidebook was developed to help meat and poultry establishments prepare

HACCP plans.  
*PRINCE2 For Beginners*  
Cambridge University  
Press  
PRINCE2 (Projects in  
Controlled Environments)  
was launched in 1996 to  
provide structured project  
management guidance for  
all types of projects, and  
is widely recognised by  
the UK government as  
well as throughout the  
private sector both in the  
UK and internationally.  
The revised edition of this  
book provides a concise  
and practical guide to the  
PRINCE2 method, in order  
to manage effectively a

project from inception,  
through planning and  
control, to its final  
completion. It considers  
how quality requirements  
of the project are defined,  
monitored and controlled,  
and includes a range of  
sample forms and extra  
checklists.

*Technical English*

Routledge

Thinking about using  
PRINCE2 to manage your  
projects or preparing for  
PRINCE2 training? Need a  
rounded introduction to  
help you get to grips with  
the basics? *PRINCE2 For  
Beginners*: from

introduction to passing  
your Foundation exam is  
the perfect start. This  
readable end-to-end  
explanation is simple  
enough to introduce you  
to the basics, yet includes  
everything you need to  
know to get through the  
foundation exam. This  
new concise edition starts  
from a more accessible  
level than other detailed  
manuals or brief  
refreshers and will help  
ease you into the topic  
and put the method into a  
real-world context. This  
new concise edition now  
includes more support for

the Foundation exam, including a student guide to the exam itself, sample answers and explanations. Whether you are looking for a reliable introduction or a quick reference to prepare you for PRINCE2 training and study, PRINCE2 For Beginners will give you the grounding to take your knowledge and application to the next level.

[Grumpy Monkey Party Time!](#) John Wiley & Sons Summary Writing Great Specifications is an

example-rich tutorial that teaches you how to write good Gherkin specification documents that take advantage of the benefits of specification by example. Foreword written by Gojko Adzic. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology The clearest way to communicate a software specification is to provide examples of how it should work. Turning these story-based descriptions into a well-

organized dev plan is another matter. Gherkin is a human-friendly, jargon-free language for documenting a suite of examples as an executable specification. It fosters efficient collaboration between business and dev teams, and it's an excellent foundation for the specification by example (SBE) process. About the Book Writing Great Specifications teaches you how to capture executable software designs in Gherkin following the SBE method.

Written for both developers and non-technical team members, this practical book starts with collecting individual feature stories and organizing them into a full, testable spec. You'll learn to choose the best scenarios, write them in a way that anyone can understand, and ensure they can be easily updated by anyone.management.  
 What's Inside Reading and writing Gherkin Designing story-based test cases Team Collaboration Managing a suite of

Gherkin documents About the Reader Primarily written for developers and architects, this book is accessible to any member of a software design team. About the Author Kamil Nicieja is a seasoned engineer, architect, and project manager with deep expertise in Gherkin and SBE. Table of contents Introduction to specification by example and Gherkin PART 1 - WRITING EXECUTABLE SPECIFICATIONS WITH EXAMPLES The specification layer and the

automation layer Mastering the Given-When-Then template The basics of scenario outlines Choosing examples for scenario outlines The life cycle of executable specifications Living documentation PART 2 - MANAGING SPECIFICATION SUITES Organizing scenarios into a specification suite Refactoring features into abilities and business needs Building a domain-driven specification suite Managing large projects with bounded contexts *1337 Use Cases for*

*ChatGPT & other Chatbots in the AI-Driven Era* The Stationery Office  
 Authentic Assessment combines performance tasks that are relevant to students' lives with the need for accountability. The book explores common mandated language arts expectations and shows teachers how to choose meaningful activities that will guide students toward achieving important learning outcomes. This practical approach to task design includes suggestions for planning

through evaluating and generating a mark, as well as sensible ways to use assessment results to improve instructional practice. The book presents: a thorough, constructive background for authentic assessment of student work; clear definitions of terms related to assessment and evaluation; a step-by-step process for developing performance-based tasks; strategies for relating tasks to goals and expectations; numerous activities that can be used as is or adapted for

specific needs. Designed for the busy teacher, the book includes ready-to-copy and use planning sheets, rubrics, and student surveys. Excellent samples of student work based on performance tasks complement this timely book.  
*Preparing a Course* Aspen Publishing  
 Copywriting is part art, part science. It's also one of the most effective business skills you can learn. In fact, learning to write effective sales copy will turn any dull campaign into a money-

making machine. This book will teach you the insider strategies for writing drool-worthy

headlines, value propositions, product descriptions, and other

material. It also contains a step-by-step writing process, swipe file resources, and more.

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