

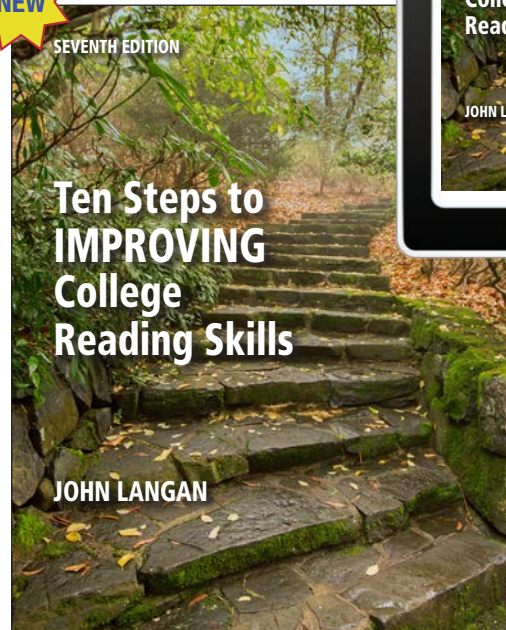
# Preparing Students for College-Level Reading?

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.

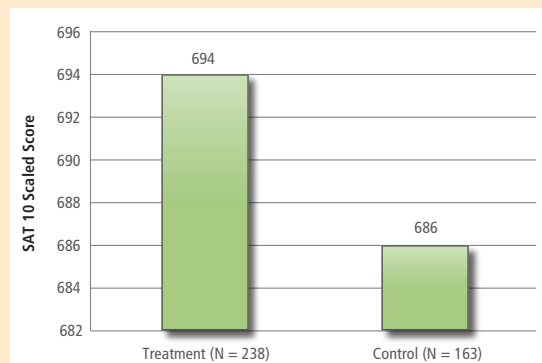
# Ten Steps Reading Series: The Standard of Success

**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*.**

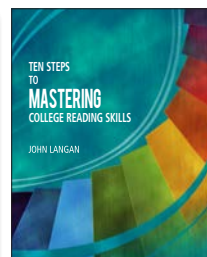
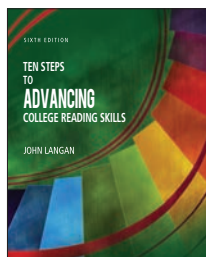
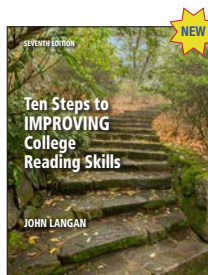
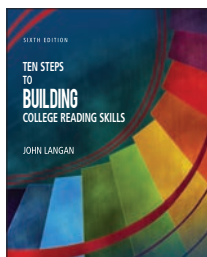
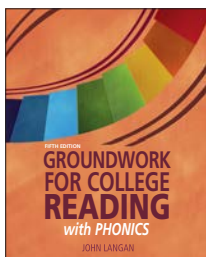
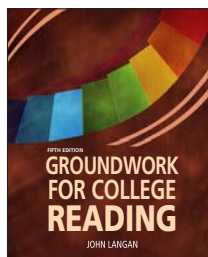
(See next page for details.)

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



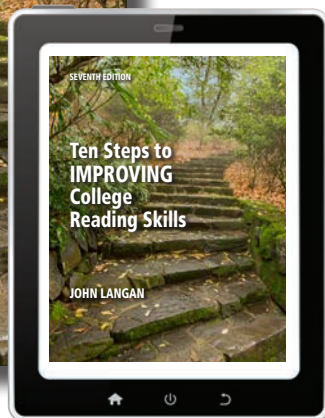
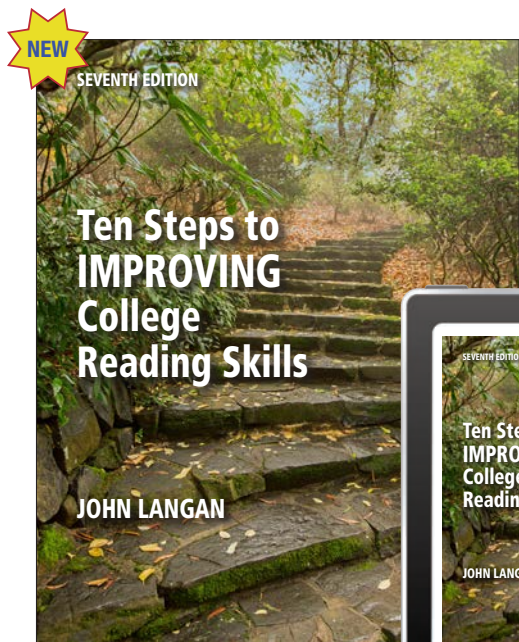
Study conducted in 2014 by SEG Measurement.

## Featuring a New Edition



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
<b>NEW</b> <i>Ten Steps to Improving College Reading Skills, 7/e</i> ISBN: 978-1-59194-566-6	9–10	1050	660	\$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
<i>Ten Steps to Mastering College Reading Skills</i> ISBN: 978-1-59194-520-8	11–12	1200	674	\$29	YES

# 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 978-1-59194-567-3 (Instructor's Edition)

ISBN 978-1-59194-569-7 (Bundle with *Ten Steps Plus*)

### CONTENTS

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

- 1 Vocabulary in Context  
*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  
Mastery Tests
- 5 Relationships I  
*Reading:* From Crayons to Chemo, He's Back by Her Side  
Mastery Tests
- 6 Relationships II  
*Reading:* Students in Shock  
Mastery Tests
- 7 Inferences  
*Reading:* Relationships in the 21st Century  
Mastery Tests

### 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

## 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 Teacher's Edition



Electronic Teacher's Guide



PowerPoints



*Ten Steps Plus*

See details on page 6.

## 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.



## 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.\*

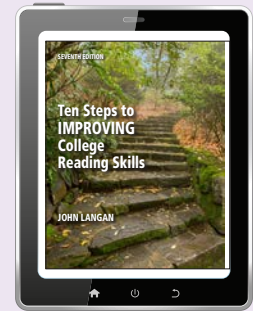
“ The students and I found the [*Ten Steps*] book to be a great source for learning and reinforcing reading skills. . . . The clear and concise explanations facilitated the introduction of the skills. The scaffolding of the exercises helped students progressively move toward a higher level of critical 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

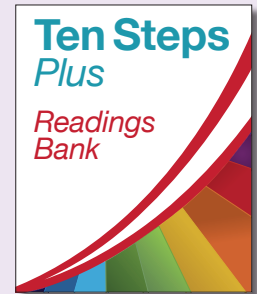
\*Or \$29 when purchased alone, without textbook. A Limited/Lab Edition without eBooks is also available for lab/short-term students for \$15. See page 8 for pricing.

# What's Included in *Ten Steps Plus*

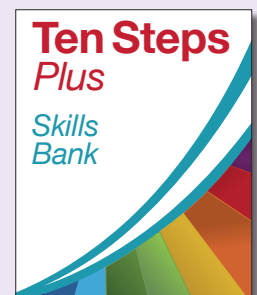
**Ten Steps eBooks:** Educators know *Ten Steps* is the leading series of books for teaching college-level reading. A subscription to ***Ten Steps Plus*** includes **access to the entire series!** eBooks are accessed inside the Learning Center and include bookmarking, highlighting, and note-taking capabilities.



**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](http://www.townsendpress.net) and create one.



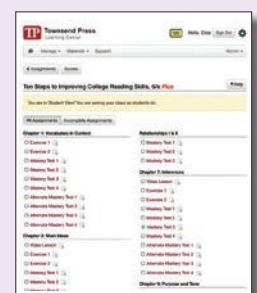
**The Skills Bank:** Want to teach a unit on main ideas? Looking to offer a learning module on inferences? Need students in your co-requisite class to brush up on supporting details? The Skills Bank makes it easy. Featuring the full array of online exercises and tests from the *Ten Steps Series*, the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

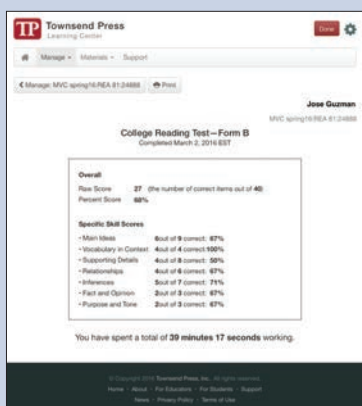


**Exercises and Mastery Tests:** ***Ten Steps Plus*** features thousands of additional, web-only exercise and test items aligned with the *Ten Steps Series* to teach reading skills.



# Key Features of the TP Learning Center and *Ten Steps Plus*

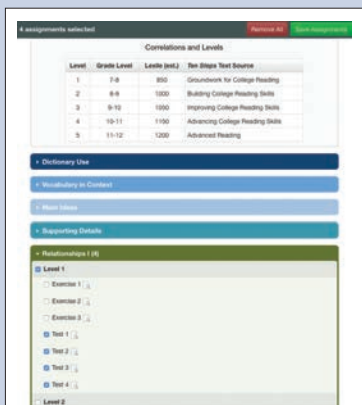
**College Reading Tests** that help you assess students' specific skills and guide class instruction.



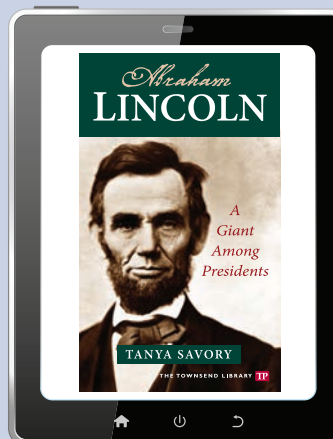
Thousands of **interactive items** complete with annotations that teach the reading skills you select.



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



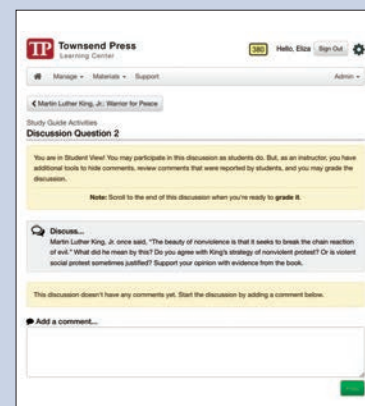
**The Townsend eBook Reader**, a browser-based reader that allows students to read, bookmark, highlight, and annotate their Townsend Press eBooks.



**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

	PRINT	ELECTRONIC	ELECTRONIC	PRINT & ELECTRONIC
	<b>TEN STEPS BOOKS</b>	<b>TEN STEPS PLUS LE</b> Limited Edition (4 months)	<b>TEN STEPS PLUS</b> Full Edition (10 months)	<b>TEN STEPS BOOKS with PLUS</b> Full Edition (10 months)
	<b>\$29</b>	<b>\$15</b>	<b>\$29</b>	<b>\$35</b>
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

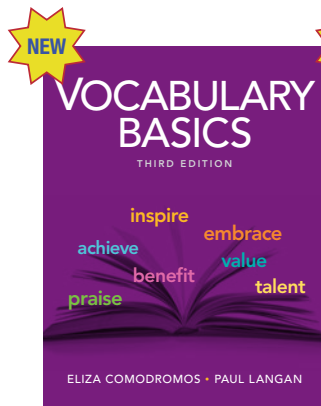
Site licenses featuring bulk or multi-year discounts are available for *Ten Steps Plus*. Contact us for details.



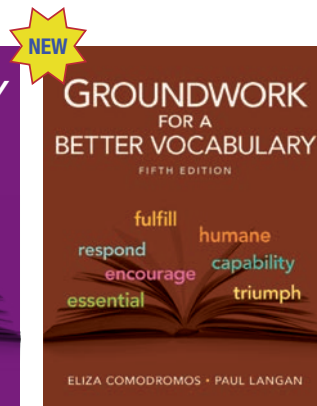
# The Best Vocabulary Series Just Got Better!

## Why These Books Work

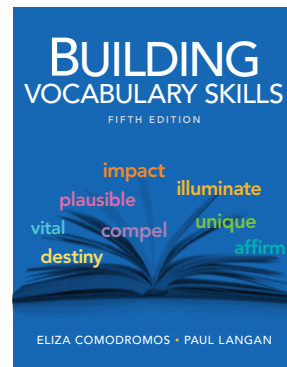
- The Words-in-Context Approach.** Students learn new words by encountering them in meaningful contexts—not through rote memorization. Our books provide at least six different contexts for each vocabulary word!
- Abundant Practice.** Each book is packed with activities, exercises, unit reviews, and tests 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.



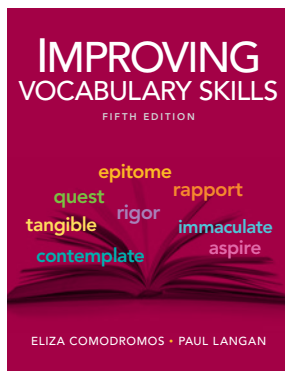
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 ISBN 978-1-59194-554-3  
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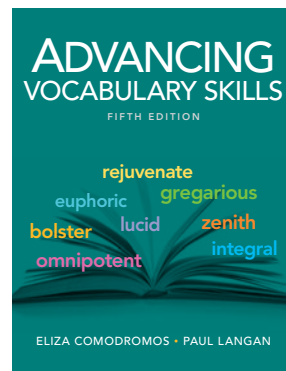
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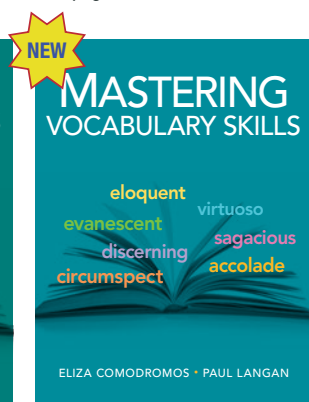
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**Mastering Vocabulary Skills**  
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## DIGITAL MATERIALS: *Vocabulary Plus* • \$11.90 each

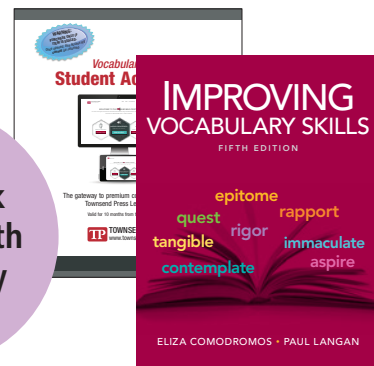
### About *Vocabulary Plus*

- 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.



## COMBINED MATERIALS • \$16.90 each

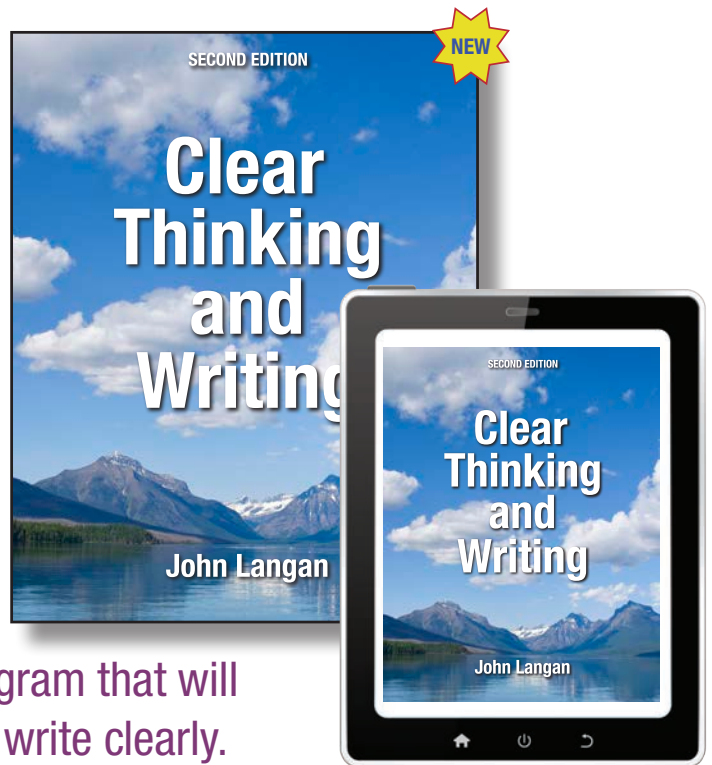
Includes a textbook bundled with Vocabulary Plus



Vocabulary texts purchased with *Vocabulary Plus* offer a savings of over \$6.

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- Provides a wide range of more than 100 writing assignments
- Includes grammar and punctuation skills
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- 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](http://www.townsendpress.net) and on our YouTube channel.



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Effective March 2019  
Federal ID number: 22-2619905

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### **We're Focused.**

Townsend Press has one focus: producing the best possible English and Language Arts materials. That focus is what makes our content better.

### **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.

### **We're Ready to Assist You.**

Have a question? Want an examination copy? Call or email us. Our dedicated staff is ready to provide rapid assistance. We look forward to hearing from you.