

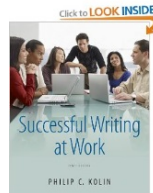
SOME USEFUL WRITING REFERENCE BOOKS

A basic Business Communications course typically does not go too deeply into fundamental rules of grammar and punctuation. Just as well -- that stuff can be so tedious.

Fortunately there are a number of useful writing reference books, available in most online and on-ground bookstores. Here are some of my favorites. Feel free to share any book titles you've found useful.

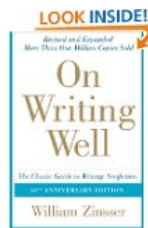
Successful Writing at Work

by Philip C. Kolin
Publisher: Houghton Mifflin Company
2012 / ~ \$125.00



On Writing Well

by William Zinsser
Publisher: HarperPerennial
2006 / ~ \$12.00



The Elements of Style

by William Strunk, Jr. and E.B. White
Publisher: Macmillan Publishing Co.
1999 / ~ \$9.00



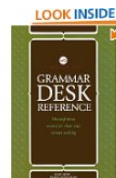
Writing with Style: Conversations on the Art of Writing

by John R. Trimble
Publisher: Prentice-Hall, Inc.
2010 / ~ \$35.00



Writer's Digest Grammar Desk Reference

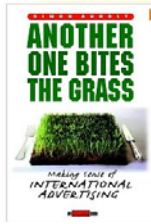
by David Lutz & Diane Stevenson
2011 / ~ \$12.00



Books & Articles on the Science of Culture

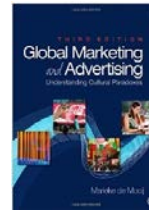
Steven R. Van Hook, PhD

Adler, Nancy (2007). *International dimensions of organizational behavior*. Mason, OH: South-Western College Publishers.



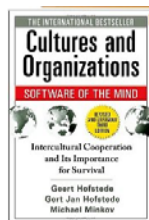
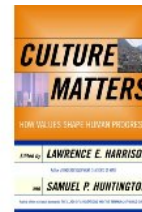
Anholt, Simon (2000). *Another one bites the grass: Making sense of international advertising*. New York: John Wiley and Sons.

De Mooij, Marieke K. (2009). *Global marketing and advertising: Understanding cultural paradoxes*. Thousand Oaks, CA: Sage Publications.



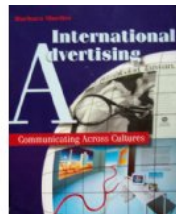
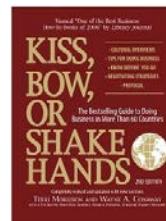
Hall, Edward (1977). *Beyond culture*. New York: Anchor

Harrison, Lawrence E. & Huntington, Samuel P. (2000). *Culture matters: How values shape human progress*. New York: Basic Books.



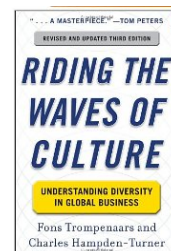
Hofstede, Geert (2010). *Cultures and organizations: Software of the mind: Intercultural cooperation and its importance for survival*. New York : McGraw-Hill.

Morrison, Terri & Conaway, Wayne A. (2006). *Kiss, bow, or shake hands: The bestselling guide to doing business in more than 60 countries*. Avon, MA: Adams Media.



Mueller, Barbara (1995). *International advertising: Communicating across cultures*. Belmont, CA: Wadsworth Publishing Company.

Trompenaars, Fons & Hampden-Turner, Charles (2011). *Riding the waves of culture: Understanding diversity in global business*. New York: McGraw-Hill.



Van Hook, Steven R. (2011). Modes and models for transcending cultural differences in international classrooms. *Journal of Research in International Education*.

Steven R. Van Hook, PhD
567 West Channel Islands Blvd #425
Port Hueneme, CA 93041 USA
(805) 253-0250
steven@wwmr.us
<http://wwmr.us>

Sample Cover Letter

Dean
University
City, State Zip

Dear University Dean,

Please let me know how I might help with your efforts in international education.

My area of doctoral research and expertise is teaching culturally diverse students in onground and online programs using transcultural themes and images (“Modes and Models for Transcending Cultural Differences in International Classrooms”; Van Hook, *Journal of Research in International Education*, 2011).

I have spent more than a decade working to expand learning opportunities, especially to underserved populations using appropriate technologies.

I have developed courses with a global appeal for international students at institutions including University of California Los Angeles (UCLA), University of California Santa Barbara (UCSB), California Lutheran University, and the Cardean Learning Group (Cross-Cultural Communication, Global Communication Management, Global Environment of Business, Global Issues, World Economies, etc.)

I also publish educational materials on social media including YouTube (<http://www.youtube.com/srvanhook>), Facebook (<http://www.facebook.com/PRNotes>), and Twitter (<http://twitter.com/aboutpr>).

You can find much more background and publication links at my personal pages (<http://wwmr.us>).

Again, let me know if I can help with your programs, or if you have suggestions for worthwhile projects elsewhere.

Very best wishes,



Steven R. Van Hook, PhD

STEVEN R. VAN HOOK, PHD
567 W. Channel Island Blvd #425
Port Hueneme, CA 93041
(805) 253-0250
<http://wwmr.us>
steven@wwmr.us

Sample CV / Resume

PROFESSIONAL HISTORY

2012 – Current

CONSULTING PROFESSOR, SAYLOR FOUNDATION; Washington, D.C.

- Develop and realign mass courses for free education initiative.
- Peer review course materials developed by other consulting professors.

2012 – Current

MARINER ESCORT, INTERNATIONAL MARINER CENTER; Port of Hueneme, CA

- TWIC and Port certified escort for international freighter mariners.
- Center hosting services for mariners.

2010 – Current

**FACULTY FOR LEADERSHIP, MARKETING, INTERNATIONAL TRADE PROGRAM;
UNIVERSITY OF CALIFORNIA, Los Angeles, CA (UCLA)**

- Design and teach business and cross-cultural courses serving international contracting institutions.
- Develop online course materials in Blackboard and Canvas platforms. Mentored instructors.
- Lead instructor and course designer for UCLA/Empowered online project.
- Serve on Marketing & Public Relations Certificates Advisory Board.

2001 - Current

**FACULTY FOR LANGUAGE & CULTURE PROGRAM; PROFESSIONAL ACADEMIC
PROGRAM; BUSINESS, MANAGEMENT & LAW PROGRAM; UNIVERSITY OF CALIFORNIA,
Santa Barbara, CA (UCSB)**

- Developed and taught global economics, world affairs, marketing, linguistics, and communication courses for international and domestic students. Participated on curriculum development committees.
- Produced online course materials and videos.

2009 – Current

**FACULTY FOR ADULT EDUCATION EVENING PROGRAM; CALIFORNIA LUTHERAN
UNIVERSITY; Thousand Oaks, CA**

- Developed and taught on-ground, online and hybrid courses in marketing, communications, public relations, global affairs.
- Served working adult students for accelerated evening degree program.

2000 - Current

**MBA PROGRAM FACULTY, CARDEAN LEARNING GROUP / ELLIS COLLEGE OF NEW YORK
INSTITUTE OF TECHNOLOGY / ELLIS UNIVERSITY; Chicago, Illinois**

- University Senate, Curriculum and Academic Standards Committee.
- Subject matter expert (SME) and course designer for proprietary platform.
- Led performance seminars and pilot tested new technologies.
- Trained and mentored new instructors.
- Outstanding Instructor Award, 2005

2002 - 2004

ADJUNCT & CORE FACULTY, ANTIOCH UNIVERSITY

Santa Barbara, CA

- Developed and taught undergrad and graduate courses in Marketing and Global Economics.
- Provided training and support for low-residency online program. Taught online courses.

2001 - 2005

SELECTION PANEL, INTERNATIONAL RESEARCH & EXCHANGES BOARD (IREX);

Washington, DC

- Reviewed Eastern European grant proposals for Contemporary Issues Fellowship Program.

2001 – Current

WEBSITE PUBLISHER, AboutPublicRelations.net; (formerly of Primedia; New York)

- Public relations, marketing, communications, research and analysis.
- Winner of ExpertPR 2002 “Site Most Useful for PR Pros”

1991- Current

PRESIDENT / OWNER, WORLDWIDE MEDIA RELATIONS; Santa Barbara, California

- Clients have included Project Moscow Medicine, Amnesty International, United Nations Association, Viewers for Quality Television, Santa Maria Valley Chamber of Commerce.

1997 - 2000

PROJECT MANAGER / MEDIA DIRECTOR, GAVIN ANDERSON & COMPANY - THE PBN COMPANY; Kiev, Ukraine

- Managed USAID public education program, oversight of \$3-million annual budget, staff of 50.
- Produced national television and radio programs, developed media campaigns.
- Directed LAN and Website development.

1993-1995

MEDIA RELATIONS DIRECTOR, KRIEBLE INSTITUTE; Washington, DC

- Obtained placements in prominent domestic and international media.
- Conducted communication seminars for Russian business and government leaders.
- Produced seminar training manual.

1992-93

TALK-SHOW HOST/PRODUCER, KUHL-AM; Santa Maria, California

- Hosted/produced weekly radio talk show on business and community affairs.

1991-94

GOVERNMENT ISSUES DIRECTOR, SANTA MARIA VALLEY CHAMBER OF COMMERCE; California

- Researched local, state and national legislation affecting business community. Organized candidate forums.
- Prepared strategic communication campaigns, position papers, officer speeches, op-ed articles.

1989-1991

BUREAU CHIEF/PRODUCER/CORRESPONDENT, SUN WORLD NEWS MOSCOW; Washington, DC / Moscow, USSR

- Managed Moscow TV news bureau; supervised American and Russian staff.
- Coordinated advertising sales and marketing of Soviet publication *Literary Gazette International* in the United States.

1988-89

NEWS DIRECTOR/ANCHOR, KOTI-TV (NBC); Klamath Falls, Oregon

- Responsible for all news programming; managing division staff.
- Directed community outreach efforts.
- Anchored two evening newscasts.

1986-88

BUREAU CHIEF, KOBI-TV (NBC); Roseburg and Coos Bay, Oregon

- Directed full news coverage efforts for tri-county region.
- Developed station promotion campaigns.
- Coordinated news stringers.

1984-86

REPORTER/ANNOUNCER, KLCC-FM; Eugene, Oregon

- Feature news reporting, announcer for morning "drive-time" newscast.

1984-86

FEATURES WRITER, OREGON DAILY EMERALD; Eugene, Oregon

- Investigative feature nominated for William Randolph Hearst Award.

1980-82

VICE PRESIDENT, JOSEPHINE COUNTY HEAD START PROGRAM; Grants Pass, Oregon

- Devised long-term policy, goals and strategy for implementation of federally supported Head Start services.
- Supervised financial expenditures.

1978-84

EXECUTIVE DIRECTOR, SKILLS EXCHANGE; Grants Pass, Oregon

- Directed non-profit NGO serving low-income clients.
- Supervised volunteer and paid staff.
- Managed program budget and accounting, payroll, foundation reports, grant writing, board meetings. Coordinated interagency and community events.

1979-82

COLUMNIST, SOUTHERN OREGON REVIEW; Grants Pass, Oregon

- Voted among most popular features in 10,000 reader survey.

1978-80

VISTA VOLUNTEER; Grants Pass, Oregon

- Developed and directed non-profit NGO, organized board of directors, obtained funding.

EDUCATION

- Ph.D. Education specializing in Transcultural Learning; Walden University (2006)
- M.A. Business Communications; Jones International University (2000)
- Telecommunications Series; Stanford University (2000)
- Technical Writing / Business Plans for Online Ventures; UCLA (2000)
- Certified in New Business Communications Technology; JIU (1999)
- Southern California Institute of Law; Contracts, Torts, Criminal Law (1996)
- B.A. Journalism; University of Oregon (1986)
- Culbertson Scholarship for Academic Excellence (1984-86)
- A.G.S. Humanities; Rogue Community College (1983)
- General studies, Santa Barbara City College (1976)

PUBLICATIONS / PRESENTATIONS

Van Hook, S.R. (2012, June). Hopes and hazards of transculturalism. *Prospects*, 42 (2), 121-136. Quarterly review of comparative education by United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Bureau of Education (IBE). Available online at <http://wwmr.us/support/transculturalism.pdf>

Van Hook, S.R. (2011, April). Modes and models for transcending cultural differences in international classrooms. *Journal of Research in International Education*, 10 (1), 1-27.

Van Hook, S.R. (2010, December 1). *Connecting across cultures with resonant themes and images*. Presentation to the 2010 Literature & Arts Lecture Series, Oxnard College, CA.

Van Hook, S.R. (2010). Resonant multicultural marcom messages: Using transcultural themes and images to connect across cultures. *How-To Marketing*. Available online at <http://howtomarketing.us/vanhook9.htm>

Van Hook, S.R. (2010). Communication appeals and tactics: Strategies to win and woo your audience attentions. *About Public Relations*. Available online at <http://aboutpublicrelations.net/ucvanhook3.htm>

Van Hook, S.R. (2010). Dealing with disruptive students. *How To Teach*. Video lecture available online at <http://howtoteach.us/vanhook4.htm>

Van Hook, S.R. (2010). Transcultural themes and images applied in international classrooms. *How To Teach*. Video lecture available online at <http://howtoteach.us/vanhook5.htm>

Van Hook, S.R. (2010). The ABCs of marketing: Your keycard to the gate of marketing success. *How-To Marketing*. Available online at: <http://howtomarketing.us/vanhook1.htm>

Van Hook, S.R. (2009). *Best business writing tools*. Video lecture available online at <http://wwmr.us/support/bizcom/bizcom.html>

Van Hook, S.R. (2008). Theories of intelligence, learning, and motivation as a basic educational praxis. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED501698). Also available online at <http://wwmr.us/VanHook-Learning.pdf>

Van Hook, S.R. (2008). Distance education as a facilitator of learning. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED501699). Also available online at <http://wwmr.us/VanHook-Distance.pdf>

Van Hook, S.R. (2008). International learning institutions: Organization, purpose, goals, and missions. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED500061). Also available online at <http://wwmr.us/VanHookKAM6.pdf>

Van Hook, S.R. (2007). Application of transcultural themes in international classrooms. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED495063). Also available online at <http://wwmr.us/TransculturalClassrooms.pdf>

Van Hook, S.R. (2007). *Working with disruptive students*. Webinar presentation for online instructors of Ellis College of the New York Institute of Technology. Archived at <http://cardeanlearning.acrobat.com/p62879018/> Also available online: <http://howtoteach.us/vanhook4.htm>

- Van Hook, S.R. (2006). Access to global learning: A matter of will. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED492804). Also available online at <http://wwmr.us/Access-VanHook.pdf>
- Van Hook, S.R. (2005). Themes and images that transcend cultural differences in international classrooms. *Education Resources Information Center*. (ERIC Document No. ED490740). (Proquest Publication Number 3200710). Also available online at <http://wwmr.us/Dissertation-VanHook.pdf>
- Van Hook, S.R. (2005, Summer). Universal learning at a distance: Can we plug it in? *Journal of Distance Learning Administration*, 7(2). University of West Georgia, Distance Education Center. Available online at <http://wwmr.us/universal.htm>
- Van Hook, S.R. (2004, December 28). *The doctoral student experience: Learning and scholarship*. Panelist, Walden University, Leesburg, VA.
- Van Hook, S.R. (2003). *Theories of intelligence, learning, and motivation*. Walden University. Available online at <http://wwmr.us/VanHook-KAM5.pdf>
- Van Hook, S.R. (2003). *Principles of international organizational and social systems*. Walden University. Available online at <http://wwmr.us/VanHookKAM3.pdf>
- Van Hook, S.R. (2003). *Sociocultural development vis-à-vis global management*. Walden University. Available online at <http://wwmr.us/VanHookKAM2.pdf>
- Van Hook, S.R. (2003, October 11). *Transcultural communications: Themes and images that transcend culture*. Seminar presentation to the CATESOL (California Teachers of English to Speakers of Other Languages) 5th Annual Fall Conference, Santa Barbara City College, CA.
- Van Hook, S.R. (2002, September 14). *Fortifying the distance learning culture*. Presenter, Antioch University Santa Barbara, CA.
- Van Hook, S.R. (2002). *Cultural influences in socioeconomic development*. Walden University. Available online at <http://wwmr.us/VanHookKAM1.pdf>
- Van Hook, S.R. (2000). *Will global learning get online?* Jones International University. Distributed at forums including the International Global Learning Forum at Appalachian State University; the Global e-Learning 2001 Summit in British Columbia; and the Australian Flexible Learning Framework 2000-2004.
- Van Hook, S.R. (2000). *Media and public relations: A primer for business & government leaders in Russia and the FSU*. Transcribed from presentations funded by the Kriebel Institute, and the United States Agency for International Development. Available online at <http://wwmr.us/primer/index.htm>
- Van Hook, S.R. (2000). *Notes from Ukraine: A public educator's journal*. Available online at <http://wwmr.us/UkraineNotes.htm>
- Van Hook, S.R. (2000). *Cross-cultural variances in team effectiveness*. Jones International University. Available online at <http://wwmr.us/teams.htm>

Van Hook, S.R. (1999). *Trans-ideological management issues in post-Soviet states*. Jones International University. Available online at <http://wwmr.us/Mindsets.pdf>

Van Hook, S.R. (1997). Developments in the American media and their relation to Ukraine. *Annual Faculty Journal, Institute of Journalism*. University of Kiev, Ukraine.

Van Hook, S.R. (1993, November 26). Glimmers of hope on Russia's horizon [Op-ed]. *Santa Barbara News-Press*. Available online at <http://wwmr.us/articles/glimmers.htm>

Van Hook, S.R. (1991, September). Reporter's notebook from Moscow. *Old Oregon Magazine*. University of Oregon, Eugene. Available online at <http://wwmr.us/notes1.htm>

Van Hook, S.R., & Oberti, R. (1986). *Missing home: International students and culture shock*. Video documentary. University of Oregon International Center.

Van Hook, S.R. (1985). *Sex differences in altruism*. University of Oregon. Available online at <http://wwmr.us/altruism.htm>

Textbook / Manuscript Reviewer

Prospects. (2011). United Nations Educational, Scientific and Cultural Organization (UNESCO) Quarterly Review of Comparative Education.

Economic Performance of European Union: Issues, Trends and Policies. (2008). Lubor Lacina (Mendel University), Jarko Fidrmuc (Ludwig-Maximilians-Universität Munich), and Antonin Rusek (Susquehanna University). Malden, MA: Wiley-Blackwell.

The Handbook of Technology Management. (2008). NY: John Wiley & Sons.

The Economics of Globalization. (2007). Pompeo Della Posta. Malden, MA: Wiley-Blackwell