

# Effective Reading and Notetaking

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## The Importance of Good Strategies

As a student, you'll encounter vast amounts of information. Beyond academic material, you must process and interpret news, instructions, communications, and a wealth of other data. You'll also need to separate fact from opinion and understand the quality of sources. **The stronger your reading capabilities, the more efficiently and effectively you can turn information into knowledge.**

Reading improves your thinking, your vocabulary, and your ability to make connections between different sources. Its benefits will go much further than college: Your ability to absorb and analyze information will be important in your career. Whether you become a mechanic considering specifications on a new engine type, or a lawyer crafting an argument based on previous case law, you'll need to continually process unfamiliar material and apply what you've learned. Like many other forms of self-improvement, reading's benefits come from doing it properly.

This guide is a relatively brief overview of effective reading strategies, and includes hints and tips to keep in mind as you strengthen your skills. We hope it helps, but we urge you not to stop here. Consult other guides to effective reading, particularly those suited to your academic field. And talk to the people around you. While in college, you have many other resources, including support centers, librarians, and your instructors; use them early and often in your academic career.



### Make Time to Read

It might seem too obvious to mention, but allowing enough time to read is a critical step in doing it well. Overall, many barriers to student success arrive in the form of time or priority management, and reading is no exception. Reading takes time, because – as you'll see below — reading isn't just a one-time event. You need to read, re-read, and then re-read again. You read to get new information, and you read to familiarize yourself with the material you've learned before. Neither can be hurried.

**Estimate your required reading time** by considering the type of material assigned and whether it includes other activities such as practice or explorations. For typical textbooks, most students take four or five minutes per page for a regular read-through and should add time for highlighting notetaking, and any practice, including videos, or web explorations.

# Student Notetaking Guide Effective Marketing 1e

**William G. Zikmund, Miller**



## **Student Notetaking Guide Effective Marketing 1e:**

*Student Notetaking Guide-effective Marketing 1e* William G. Zikmund, Miller, 1995-01-01 This alternate version of Zikmund and d Amico s successful Marketing 4e West 1993 offers consolidated but not watered down coverage of marketing principles Relationship marketing is integrated throughout the text as are other topics such as direct marketing and strategic alliances

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