



1703 N. Beauregard St. • Alexandria, VA 22311 1714 USA
Phone: 800-933-2723 or 703-578-9600 • Fax: 703-575-5400
Website: www.ascd.org • E-mail: member@ascd.org
Author guidelines: www.ascd.org/write

Gene R. Carter, *Executive Director*; Judy Zimny, *Chief Program Development Officer*;
Nancy Modrak, *Publisher*; Scott Willis, *Director, Book Acquisitions & Development*;
Carolyn Pool, *Acquisitions Editor*; Julie Houtz, *Director, Book Editing & Production*;
Ernesto Yermoli, *Editor*; Greer Wymond, *Senior Graphic Designer*; Mike Kalyan,
Production Manager; Cynthia Stock, *Typesetter*; Kyle Steichen, *Production Specialist*

© 2011 by ASCD. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission from ASCD. Readers who wish to duplicate material copyrighted by ASCD may do so for a small fee by contacting the Copyright Clearance Center (CCC), 222 Rosewood Dr., Danvers, MA 01923, USA (phone: 978-750-8400; fax: 978-646-8600; web: www.copyright.com). For requests to reprint rather than photocopy, contact ASCD's permissions office: 703-575-5749 or permissions@ascd.org. Translation inquiries: translations@ascd.org.

Printed in the United States of America. Cover art © 2011 by ASCD. ASCD publications present a variety of viewpoints. The views expressed or implied in this book should not be interpreted as official positions of the Association.

All web links in this book are correct as of the publication date below but may have become inactive or otherwise modified since that time. If you notice a deactivated or changed link, please e-mail books@ascd.org with the words "Link Update" in the subject line. In your message, please specify the web link, the book title, and the page number on which the link appears.

ASCD Member Book, No. FY11-4 (Jan. 2011, PSI+). ASCD Member Books mail to Premium (P), Select (S), and Institutional Plus (I+) members on this schedule: Jan., PSI+; Feb., P; Apr., PSI+; May, P; July, PSI+; Aug., P; Sept., PSI+; Nov., PSI+; Dec., P. Select membership was formerly known as Comprehensive membership.

PAPERBACK ISBN: 978-1-4166-1130-1 ASCD product #110016
Also available as an e-book (see Books in Print for the ISBNs).

Quantity discounts for the paperback edition only: 10–49 copies, 10%; 50+ copies, 15%; for 1,000 or more copies, call 800-933-2723, ext. 5634, or 703-575-5634. For desk copies: member@ascd.org.

Library of Congress Cataloging-in-Publication Data

Schmoker, Michael J.

Focus : elevating the essentials to radically improve student learning / Mike Schmoker.

p. cm.

Includes bibliographical references and index.

ISBN 978-1-4166-1130-1 (pbk. : alk. paper)

1. Effective teaching. I. Title.

LB1025.3.S384 2011

371.102—dc22

2010038950