Take vocabulary instruction beyond “assign, define, test”—across content areas.

Word Wise & Content Rich offers a five-part framework for teaching vocabulary:

- **Make it intentional**: select words for instruction and use word lists wisely
- **Make it transparent**: model word-solving and word-learning for students
- **Make it useable**: offer peer collaboration and oral practice to lock in concepts
- **Make it personal**: provide independent practice so students own words
- **Make it a priority**: create a schoolwide program for word learning.

Until now “assign, define, test” has been the default strategy for teaching vocabulary. But with *Word Wise & Content Rich*, Douglas Fisher and Nancy Frey bring vocabulary to the heart of daily classroom practice in English, math, science, and history.

Use *Word Wise & Content Rich* and close the word gap between low- and high-achieving students. With its strategies, every student can access the textbook and develop the vocabulary needed for success in content-area reading.

Read *Word Wise & Content Rich* and get the last word on great vocabulary teaching.
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