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Communication: Making Connections

By William J. Seiler, Melissa L. Beall, Joseph P. Mazer

Pearson Education (US), United States, 2013. Paperback. Book Condition: New. 9th Revised edition. 251 x 201 mm. Language: English . Brand New Book. Emphasizes the connections between communication and our daily lives Communication: Making Connections, a top-selling hybrid text, is unique in its integrated ?Making Connections? theme and emphasis on technology. While introducing the basic principles of public speaking, interpersonal communication and group communication, the text stresses communication competence by constantly applying a solid theoretical foundation through everyday and relevant communication examples, thought-provoking questions, and boxed features. MyCommunicationLab is an integral part of the Seiler program. Key learning applications include MediaShare, an eText, and a study plan. A better teaching and learning experience This program will provide a better teaching and learning experience?for you and your students. Here?s how: Personalize Learning? MyCommunicationLab is online learning. MyCommunicationLab engages students through personalized learning and helps instructors from course preparation to delivery and assessment Improve Critical Thinking? Chapter summaries are organized by learning objectives to help students focus on what they need to learn in each chapter. Engage Students?New examples and an increased emphasis on technology are relevant to today?s students in a variety of ways. Support Instructors? A full set...



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