
The first communication theory text to provide practical information for career-oriented students. My students' feedback has been so positive, without me asking what they think of the text, that I believe I'd be crazy not to use the new Second Edition. Erin C. B. Bentley, West Virginia Wesleyan College. I like how I can adapt this book to my teaching style and the needs of my students. Unlike many theory books, this one does not intimidate undergrad students. Ronald Fetzer, Miami University of Ohio. Featuring eleven new case studies, updated examples, and the latest research, this Second Edition of Applying Communication Theory for Professional Life introduces communication theory in a way that helps students understand its importance to careers in communication and business. Concise, practical, and reader-friendly, this book offers succinct coverage of most major theories, including theories of intrapersonal communication, interpersonal interaction, intercultural encounters, persuasion, leadership, group communication, organizational behavior, and mass communication. Real-world case studies for in-class use illustrate the application of theory in a variety of professional settings and can easily be expanded into writing assignments.

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Building Communication Theory, Dominic A. Infante, Andrew S. Rancer, Deanna F. Womack, Jan 1, 2003, Business & Economics, 400 pages. The authors have organized this book to help students learn the process of theory building. In clear, engaging, and comprehensible language, they offer a solid foundation for.


Theories Of Human Communication With Infotrac, Dr Stephen W Littlejohn, Dr Karen A Foss, 2005, Drama, 388 pages. THEORIES OF HUMAN COMMUNICATION is considered the seminal text in the field. Littlejohn and Foss present the range of communication theories currently available in the.

Organizational Communication Balancing Creativity and Constraint, Eric M. Eisenberg, H. L. Goodall, Jr., Angela Trethewey, Sep 1, 2010, Language Arts & Disciplines, 448 pages. .

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Australian Crickets (Orthoptera Gryllidae), Daniel Otte, Dec 1, 2007, 477 pages. This work began with 12 months of field work in Australia between June 1968 & June 1969. During approx. 46,000 miles of travel the authors obtained data at 905 different locations.

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Sadhana (Webster’s French Thesaurus Edition), Rabindranath Tagore, Sep 18, 2008, 127 pages. Websters paperbacks take advantage of the fact that classics are frequently assigned readings in English courses. By using a running English-to-French thesaurus at the bottom
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