

Communicating for Success, Books a la Carte Plus MyCommunicationLab -- Access Card Package



This edition features the exact same content as the traditional text in a convenient, three-hole-punched, loose-leaf version along with MyCommunicationLab. MyCommunicationLab is an interactive online solution for Communication courses that combines multimedia, tutorials, simulations, tests, and quizzes to make learning fun! Just as the ants on the cover of this book get the apple through their successful communication efforts, a concentrated focus on careers in communication - highlighted in a two-page spread at the end of each chapter - brings home the relevance and uses of communication outside the classroom, further illustrating for students why this course is important and valuable. Interesting, extended examples, an accessible design and an integrated emphasis on learning objectives, all combine to help readers focus on communication competence as they learn the theory and skills to become better, more effective communicators.

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