



Essential Communication

Ronald Adler, George Rodman, Athena du Pre

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Concise, compact, and visually exciting, *Essential Communication* is a fresh approach to human communication. Written by renowned author team Ron Adler, George Rodman, and Athena du Pré, the text more accurately reflects the way that today's students communicate yet still includes more substantive content than other brief books on the market. Filled with skills-oriented concepts and learning objectives, *Essential Communication* is salient, practical, and engaging.

KEY FEATURES

- * A perfect balance of scholarship and practicality in a format that is comprehensive yet concise
- * The most comprehensive and practical coverage of issues affecting communication in contemporary life-like social media, ethics, culture, and professionalism-in multiple contexts
- * Early, integrated, and effective coverage of public speaking that encourages students to be more confident and effective communicators earlier in the course
- * Superior ancillary materials, including an Annotated Instructor's Edition for professors and Dashboard, a reliable and easy-to-use online homework system for students, make it easy for anyone to use this text
- * Three concise chapters devoted to interpersonal communication (Chapters 7-9) reflect the increased emphasis in this course on communication in relationships with friends, family members, and romantic partners
- * An entire chapter devoted to the practical essentials of communicating for success in the workplace (Chapter 10) takes students step-by-step through the process of finding, getting, and keeping a job and communicating successfully with bosses, employees, and coworkers
- * Contemporary photos and captions highlight popular movies, television shows, and pop culture, prompting students to think critically about their own communication
- * Questions in the margins prompt students to think critically about the essential concepts in each major section

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