



Communicating for Success

Cheryl M. Hamilton, Bonnie Creel

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This book focuses on the key communication competencies recommended by the National Communication Association. Introduced at the beginning of each chapter and integrated throughout the book, these learning outcomes help focus readers as they study the theory and skills needed to become better, more effective communicators.

Well-written with interesting examples and a vibrant and engaging design, the book covers all the expected topics in an introductory course with a special appendix on interviewing. Each chapter begins with scenarios to which a reader can relate and then solve as they learn about the concepts discussed in each chapter. A concentrated focus on careers in communication, highlighted in a two-page spread near the end of each chapter, brings home the relevance of communication within the real world and helps the reader learn more about how studying communication can help them throughout their lives. Additional emphasis on topics such as ethics, culture, gender, and technology can be found throughout the book.

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