



## Communicating: A Social, Career, and Cultural Focus

By Roy M. Berko, Andrew D. Wolvin, Darlyn R. Wolvin

Taylor Francis Inc, United States, 2012. Paperback. Book Condition: New. 12th Revised edition. 251 x 201 mm. Language: English . Brand New Book. This highly-regarded introduction to communication book offers a comprehensive blend of basic communication theory, research, and skills, with a strong emphasis on relationship communication (social), workplace (career), and intercultural communication (culture). Communicating introduces the basic principles of communication and applies them to interpersonal, group, interviewing, and public speaking contexts. The book stresses communication competence through boxed material, Learn by Doing activities, thought-provoking questions, and self-assessment tests. New and strengthened pedagogy highlights and reinforces the book's social, career, and cultural themes, with a particular emphasis on intercultural communication and communicating in an increasingly high-tech, global environment.

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