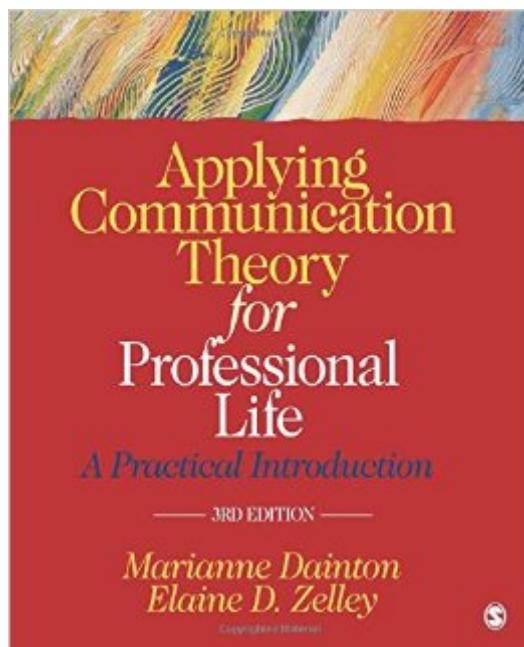


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Applying Communication Theory For Professional Life: A Practical Introduction



Synopsis

This fully updated Third Edition of Applying Communication Theory for Professional Life helps readers understand communication theory and its importance to careers in communication and business. Practical and reader-friendly, the book offers succinct coverage of the major theories that have clear applicability to communication and business practitioners, including theories of intrapersonal communication, interpersonal interaction, intercultural encounters, persuasion, group communication, organizational behavior, social media, and mass communication. In every chapter, authors Marianne Dainton and Elaine D. Zelley illustrate how theory is applied in a variety of professional settings through real-world case studies.

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Didn't use it much , it came a bit damaged but can't blame the book for that

Great for class!

clear, concise and easy to read

This textbook was by far one of the most useful for my major. It explains the theories in a very concise manner and does not waste your time with endless examples. The book itself though is not very sturdy and I am not sure how long it will last with frequent uses.

Thank you

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