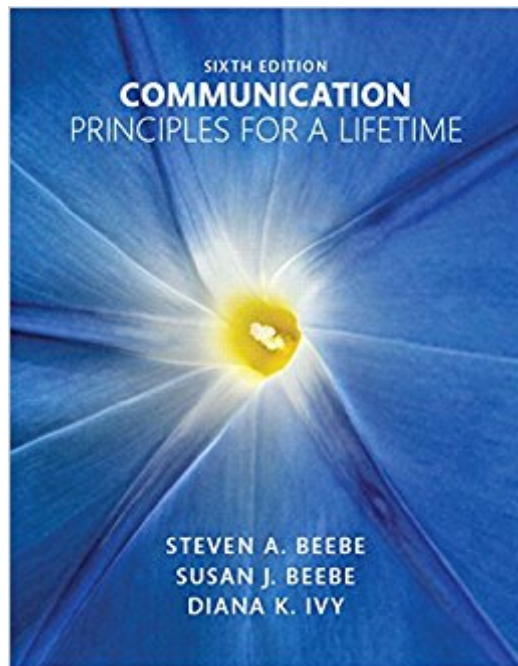


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Communication: Principles For A Lifetime (6th Edition)



Synopsis

NOTE: You are purchasing a standalone product; MyCommunicationLab does not come packaged with this content. If you would like to purchase both the physical text and MyCommunicationLab, search for ISBN-10: 0134126890 / ISBN-13: 9780134126890. That package includes ISBN-10: 0133753824 / ISBN-13: 9780133753820 and ISBN-10: 0133882942 / ISBN-13: 9780133882940. MyCommunicationLab should only be purchased when required by an instructor. For courses in Introduction to Communication that take a mainstream rather than a survey approach A five-principles approach that helps students build practical communication skills Communication: Principles for a Lifetime was designed to address the biggest challenge when teaching Introduction to Communication: how to present the variety of fundamental theory and skills without overwhelming learners. By organizing the text around five key principles of communication, authors Steven Beebe, Susan Beebe, and Diana Ivy help students to see the interplay among communication concepts, skills, and contexts. The sixth edition retains this successful five-principles framework, and adds updated content and a new learning architecture that better helps students build, and use, strong communication skills in the course and beyond. Also available with MyCommunicationLab MyCommunicationLab for the Introduction to Communication course extends learning online, engaging students and improving results. Media resources with assignments bring concepts to life, and offer students opportunities to practice applying what they've learned. And MediaShare offers an easy, mobile way for students and instructors to interact and engage with speeches, visual aids, group projects, and other files. Please note: this version of MyCommunicationLab does not include an eText. Communication: Principles for a Lifetime, Sixth Edition is also available via REVEL, an immersive learning experience designed for the way today's students read, think, and learn.

Book Information

Paperback: 480 pages

Publisher: Pearson; 6 edition (February 7, 2015)

Language: English

ISBN-10: 0133753824

ISBN-13: 978-0133753820

Product Dimensions: 8.4 x 0.9 x 10.7 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 25 customer reviews

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Customer Reviews

Dr. Steven A. Beebe is Regents Professor and University Distinguished Professor of Communication Studies at Texas State University. He served as Chair of the Department of Communication Studies for 28 years and as Associate Dean of the College of Fine Arts and Communication for 25 years.

Steve is an author or co-author of twelve books (with multiple editions totaling more than 70 books), more than 50 articles and book chapters, as well as over 150 papers and presentations at professional conferences. Steve's communication books have been used at hundreds of colleges and universities throughout the world, making him one of the top communication textbook authors in the United States. Steve served as President of the National Communication Association (NCA), the largest professional communication association in the world, in 2013. Susan J. Beebe

was an award-winning faculty member in the Department of English at Texas State University from 1988 to her retirement in 2014. As Director of Lower-Division Studies in English for 11 years, she directed the first-year writing and sophomore literature programs and helped to train and mentor hundreds of graduate teaching assistants. Sue's professional interests and expertise encompass both oral and written communication. She has co-authored with Steven Beebe several communication textbooks used at more than a thousand universities worldwide. In addition, she has published articles, conference papers, and teaching materials in both English and communication studies.

Diana K. Ivy, Ph.D., Professor of Communication at Texas A&M

University-Corpus Christi, has been teaching communication at the college level for over 30 years, including such undergraduate and graduate courses as nonverbal, interpersonal, gender, and instructional communication. She has co-authored three textbooks, *Communication: Principles for a Lifetime*, *GenderSpeak: Personal Effectiveness in Gender Communication*, and *Nonverbal Communication for a Lifetime*, all in multiple editions, and has published articles in *Communication Education*, *Southern Communication Journal*, and *Women & Language*. She was Speaker of the Faculty Senate and Director of the Women's Center at her university, has held multiple offices in the National Communication Association, hosted a call-in radio show, "Call Me Ivy," and completed post-doctoral coursework at Oxford University, studying C. S. Lewis and communication.

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