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SPEAK (with Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



Synopsis

Through ongoing research into students' workflows and preferences, SPEAK3 from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards and an innovative online experience - all at an affordable price. New for this edition, students can explore SPEAK3 anywhere, anytime, and on most devices with SPEAK3 Online! With the intuitive StudyBits functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, SPEAK3 with SPEAK Online engages students of all generations and learning styles, and integrates seamlessly into your Speech Communications course. SPEAK3 features a Practice Quiz Generator and innovative, thought-provoking Chapter Highlight boxes.

Book Information

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"I used all aspects of the 4LTR Press solutions. I found them very helpful study tools." "The online help was great. The games made it so it wasn't boring and I retained more of the information." "I like the online quizzes. They are very helpful. So are the chapter review cards. I use them before each exam."

Kathleen S. Verderber is Associate Professor of Management Emeritus at Northern Kentucky University. She holds an MA in Speech Communication as well as an MBA and a PhD in organizational behavior from the University of Cincinnati. Dr. Verderber has consulted with various civic, professional, and business organizations. She has published numerous articles in several journals and has presented papers at communication and management conferences. She is a coauthor of COMMUNICATE! THE CHALLENGE OF EFFECTIVE SPEAKING IN A DIGITAL AGE, COMM, and SPEAK all with Cengage Learning, and author of INTER-ACT: INTERPERSONAL COMMUNICATION, CONCEPTS, SKILLS, AND CONTEXTS with Oxford University Press. Deanna D. Sellnow, PhD, is Professor of Strategic Communication in the Nicholson School of Communication at the University of Central Florida and conducts faculty development workshops on instructional communication pedagogy. Published in regional, national and international journals, her research focuses on the rhetoric of popular culture, particularly music as communication, and instructional communication as it occurs in conventional and nonconventional classrooms, as well as in risk and crisis contexts. She is coauthor of COMMUNICATE!, COMM, SPEAK and THE CHALLENGE OF EFFECTIVE SPEAKING--all published by Cengage. Rudolph F. Verderber is Distinguished Teaching Professor of Communication Emeritus at the University of Cincinnati and former National Speaker's Association Professor of the Year -- as well as one of the all-time best-selling communication studies authors. The strength of his basic texts lies in his ability to

explain and exemplify concepts, theories, and skills to introductory level students. His Cengage Learning texts -- COMMUNICATE!, THE CHALLENGE OF EFFECTIVE SPEAKING, COMM, and SPEAK -- have a reputation for being student favorites due to their accessible presentation of theory and skills.

The book was ok a little worn but still in a decent condition and i am able to use the book to its full potential. No rips or tears or pages marked up none that i' ve found so far.

Good textbook too bad my teacher didn't use it

Great for my daughters college course

Met my expectations for my class.

I never even used this book due to my class being dropped for the semester. When I wanted to return the book to get my money back, it didn't look like it was possible in any way. Very disappointed that I had to waste \$50 on a rental I never used.

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