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1	Implicit Bias	Ch.1, Slide 24	Purposeful Communication (Ch 1)	Ch. 1, Slide 23
1	Business Etiquette	Ch. 1, Slide 28	Persuasive Communication (Ch 1)	Ch. 1, Slide 26
1	Paraphrasing	Chapter 2, Slide 11	Managing Groupthink	Chapter 2, Slide 26
2	Emotional Intelligence	Ch. 2, slide 5	Gender Difference in Communication	Ch. 2, slide 32
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5	Concrete Communication	Ch. 3 Slide 27	Audience Analysis (Ch 3)	Ch. 3 Slide 8
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3	Active Voice	Ch. 3, Slide 28	Conversational vs Formal Tone	Ch. 3 Slide 34
3	Media Richness	Ch. 3, Silde 11	Subject/Verb Placement	Ch. 3, Slide 30
3	Primary Sources	Ch. 8, Slide 11	Improving Readability and Comprehension	Ch. 3, slides 26–30
4	Anecdotal Evidence	Ch.8, Slide 28	Direct vs Indirect Communication	Ch. 3, Slide 14
4	Mean, Median, Mode	Ch.8, Slide 27	Evaluating Credibility of Sources	Ch.8, Slide 21
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5	Storyboard	Ch. 11, Slide 18	Using Your Voice Effectively (Ch11)	Ch. 11, Slide 27
5	Stand-Alone Presentations	Ch 11, Slide 16	How Much & How Long to Present	Ch 11, Slide 9
5	Visual Aids	Ch 11, Slide 17	Using Attention Grabbers Effectively	Ch 11, Slide 12
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