



Communication: Principles for a Lifetime, Books a la Carte Edition Plus New Mycommunicationlab for Communication -- Access Card Package

By Steven A Beebe, Susan J Beebe, Diana K Ivy

Pearson, United States, 2015. Paperback. Book Condition: New. 6th. 272 x 211 mm. Language: English . Brand New Book. NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of Pearson's MyLab Mastering products exist for each title, and registrations are not transferable. To register for and use Pearson's MyLab Mastering products, you may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson. If purchasing or renting from companies other than Pearson, the access codes for Pearson's MyLab Mastering products may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. For courses in Introduction to Communication that take a mainstream rather than a survey approach. This package includes MyCommunicationLab(R). 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...



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