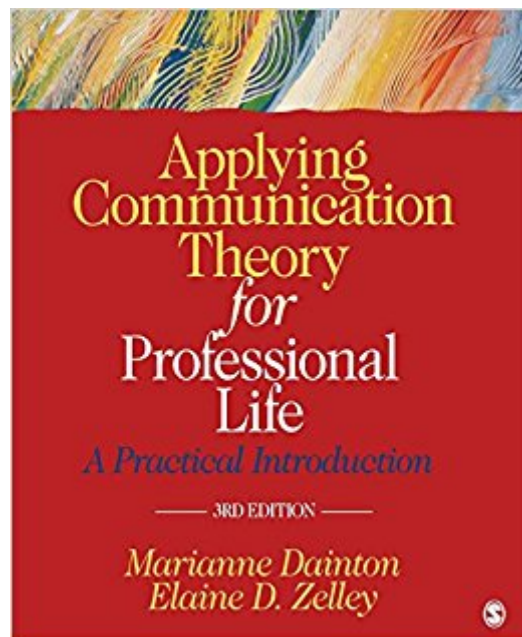




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Applying Communication Theory For Professional Life: A Practical Introduction



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.

Book Information

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"I like how I can adapt this book to my teaching style and the needs of my students. Unlike many theory books, this one does not intimidate undergrad students!"--Ronald Fetzer

"I like how I can adapt this book to my teaching style and the needs of my students. Unlike many theory books, this one does not intimidate undergrad students!" (Ronald Fetzer)

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.

Decent info past chapter 1.

Book served purpose for my course, and at a good price

Great for class!

clear, concise and easy to read

I've read a lot of boring textbooks in my time; luckily, this isn't one of them. Very easy to read and provides useful information for improving your own communication techniques. I recommend.

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