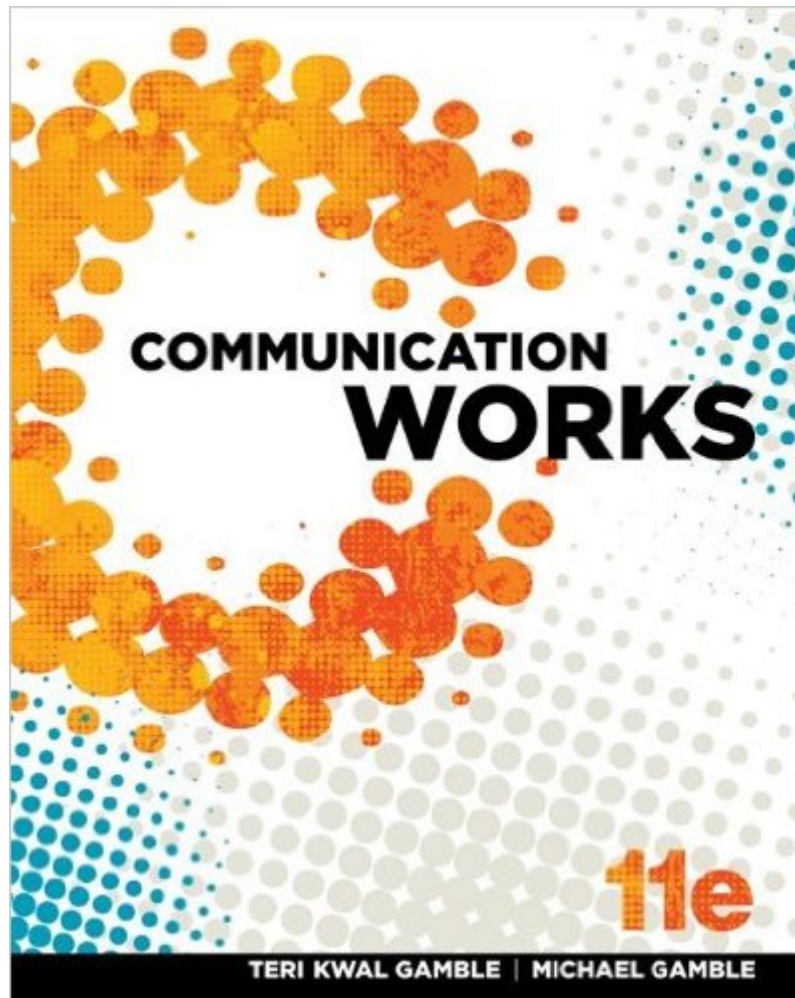


The book was found

Communication Works



Synopsis

Communication Works 11e applies a new critical thinking framework to its core content, now in a more user-friendly 15-chapter organization. We have retained and revised the text's practical approach to communication, with a focus on the ways in which diversity, technology, social media, and ethical concerns both enrich and complicate our world. Students will learn what role communication plays in their lives today, in the classroom, and tomorrow, in the working world. And with Connect Communication, instructors and students have a print and digital solution to meet the needs of their course.

Book Information

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Customer Reviews

Maybe I have it wrong, but I was under the impression that the definition of a good textbook was one that presented data in a precise yet beguiling manner. Opinions, be they social, political, personal or otherwise, would be left out of the mix. This premeditated omission serves a double purpose. The first is to allow the professor to add their own individual nuances and flavor to the body of the course material. The second purpose would be to allow the student to use the presentation of the straight facts, absorbed in the text reading assignments, to draw their own conclusions. There are seemingly thousands of useless graphs and photos, printed in full color. This fluff seems to be solely designed to drive the price up to almost \$80.00! There also seems to be an extremely overt effort, on the part of the authors, to make the text "current" by mentioning 911 as many times as possible and including Justin Timberlake and similar such soon-to-be-forgotten icons of the month as suggested listening. This almost guarantees that, by the time another fall semester

rolls around, this text will be outdated and force the "new" version to be thrust upon the already broke student. This is text writing style that makes publishers' accounting department heads grin ear to ear. And in the authors' rush to push opinion on the student, they seem to forget that 1970's and 1980's polls and surveys (footnoted) used to form theories are hardly worth the paper they are written on twenty and thirty years later. If the student is to believe that the world and the world of communication is changing at alarming speeds, how can trendy theories from a generation ago apply to modern social norms? They can't.

Although this book is written as a college text that introduces communications as a discipline I found it to be a treasure trove of information and techniques for working professionals at all experience levels. Setting aside what makes this book an invaluable course text for a moment, here are some of the reasons why I feel working professionals will benefit from what it offers: (1) The focus is not only on communications, but on cross-cultural communications and diversity. For me this aspect is especially valuable because I am currently working for a company based out of India and am managing project teams who are in India. I am working out of the New England area, and my principle contact with my team is via e-mail and workflow tools. In addition to the guidance about cross-cultural communications, the book also covers contemporary topics, such as using the Internet as a communications medium. (2) Ethics as a theme is interwoven into the chapters, with specific chapters that address it in the context of different settings. I like the way the book ties ethics and ethnics together because of the different interpretations depending on culture (although all cultures share core ethics). (3) Practical guidelines for using common tools such as PowerPoint, Internet search resources, and multimedia. Indeed, the CD ROM that comes with this text epitomizes how to effectively blend technology with communications (more about the CD ROM below). (4) Excellent advice on interviewing (from both sides of the desk), giving presentations, drafting business correspondence and similar tasks. In every case the book gives practical advice that is delivered in fresh prose. This alone sets it apart from most text books.

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