



Communication: The Handbook

By Kristin K. Froemling, George L. Grice, John F. Skinner

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Communication: The Handbook is a unique learning tool that introduces and reinforces key communication content in a practical handbook format that readers will choose to keep and use throughout professional careers.

The highly readable and accessible chapters and modules use brief content sections, hands-on applications, and skill development to cover the essential communication skills and theory that will help readers learn to manage their interpersonal relationships, interact competently in group situations, and deliver effective public presentations.

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Editorial Review

From the Back Cover

- Students learn through the book's **competence approach** to teaching about communication and become competent communicators by completing the chapter reading, working through the related “**Applying Concepts/Developing Skills**” activity boxes, and then evaluating their own competence at the “Competence Summary” at the end of the chapter.
- Students gain a **practical resource** that covers important concepts in short, to-the-point chapters that cover the basics of communication theory and skills. Visual learners will benefit from the flow charts that help to reinforce the breadth of the course – the big picture issues – as well as details that cover the depth of key issues.
- An **easy to navigate** format allows students to quickly and easily access information. This unique handbook format uses tabbed dividers and a color-coded navigational system to help students move throughout.
- **High -interest topics**, such as how to make small talk, conduct an informational interview, or prepare for a special occasion speech provide students with the streamlined information they need in ten brief (2-6 page), highly-readable, practical modules that are interspaced throughout the book.
- Students learn how to aptly **manage communication apprehension** in each of the three main communication contexts. The unique module format provides practical strategies that help anxious communicators channel their apprehensions and feel confident communicating in any context.
- The text highlights cultural issues through “**Cultural Connections**” boxes, which provide extended examples of communication issues in a variety of cultures; students are then prompted to analyze how the communication concepts function in that situation.
- A comprehensive exploration of ethical issues through the “**Eye on Ethics**” boxes provides communication scenarios with ethical implications; the student is prompted to evaluate whether the scenario represents ethical communication.

Users Review

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Eddie Nelson:

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