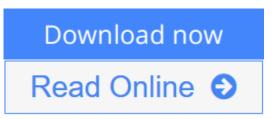


# Communicating: A Social, Career, and Cultural Focus

By Roy Berko, Andrew Wolvin, Darlyn R. Wolvin, Joan E. Aitken



**Communicating: A Social, Career, and Cultural Focus** By Roy Berko, Andrew Wolvin, Darlyn R. Wolvin, Joan E. Aitken

This highly-regarded introduction to communication book offers a comprehensive blend of basic communication theory, research, and skills, with a strong emphasis on relationship communication (social), workplace (career), and intercultural communication (culture). *Communicating* introduces the basic principles of communication and applies them to interpersonal, group, interviewing, and public speaking contexts. The book stresses communication competence through boxed material, Learn by Doing activities, thought-provoking questions, and self-assessment tests. New and strengthened pedagogy highlights and reinforces the book's social, career, and cultural themes, with a particular emphasis on intercultural communication and communicating in an increasingly high-tech, global environment.

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# Communicating: A Social, Career, and Cultural Focus By Roy Berko, Andrew Wolvin, Darlyn R. Wolvin, Joan E. Aitken Bibliography

- Sales Rank: #313709 in Books
- Brand: Pearson
- Published on: 2011-12-28
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .69" w x 7.94" l, 1.75 pounds
- Binding: Paperback
- 480 pages

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