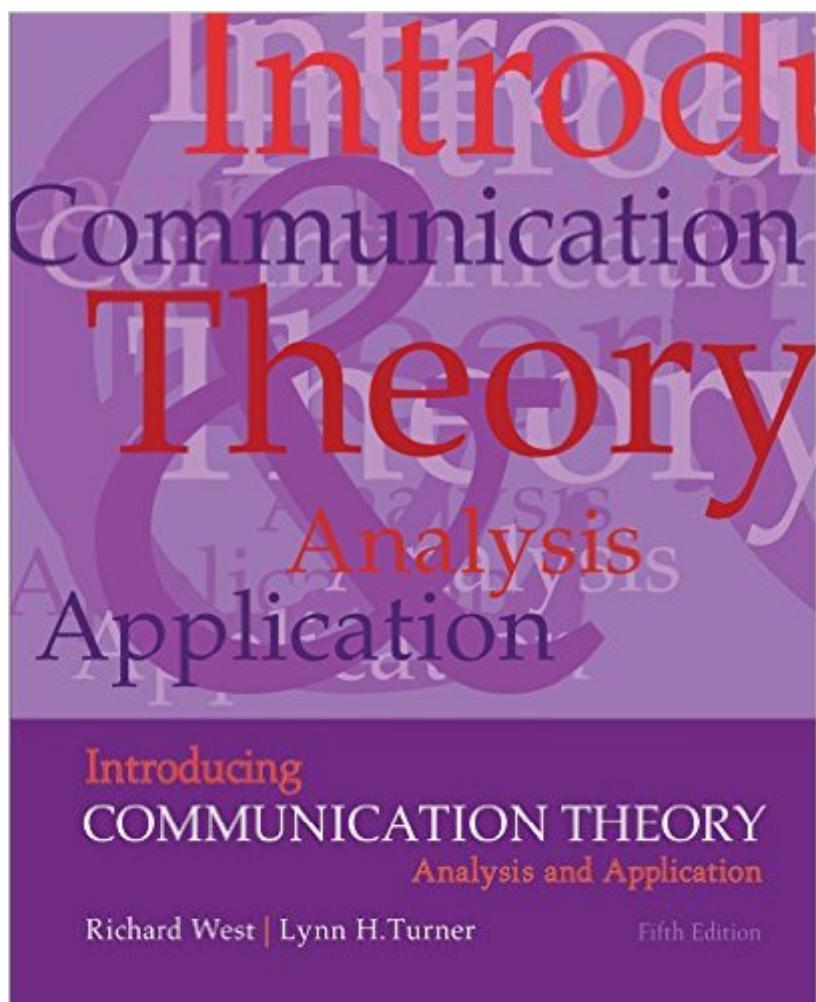


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Introducing Communication Theory: Analysis And Application



Synopsis

Introducing Communication Theory: Analysis and Application focuses on the links among theory and everyday experiences. The text uses an engaging writing style to present the concept of theory, and helps students become insightful critical thinkers. Instructors and students can now access their course content through the Connect digital learning platform by purchasing either standalone Connect access or a bundle of print and Connect access. McGraw-Hill Connect® is a subscription-based learning service accessible online through your personal computer or tablet. Choose this option if your instructor will require Connect to be used in the course. Your subscription to Connect includes the following: • SmartBook® - an adaptive digital version of the course textbook that personalizes your reading experience based on how well you are learning the content. • Access to your instructor's homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course. • Progress dashboards that quickly show how you are performing on your assignments and tips for improvement. • The option to purchase (for a small fee) a print version of the book. This binder-ready, loose-leaf version includes free shipping. Complete system requirements to use Connect can be found here:

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Very informative, easy reading, and corresponding well with course lectures. All in all, very thorough.

Missing pages, which caused a major inconvenience, which affected my grade.

Didn't use it all that much, seemed a little repetitive throughout.

Interesting book, I took that class as a gen ed in college

Very easy to read! Glad my professor is using this book

A large section of the book's pages are completely detached from the binding. But despite this chunk of loose pages, the book is in decent condition.

Good quality for a rental

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