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HUMAN COMMUNICATION

Motivation, Knowledge. and Skill

Human communication is a practical, timely guide to interpersonal communication, small group communication, public speaking, computer mediated communication, and mass communication. Morreale, Spitzberg and Barge show you that increased motivation (why we communicate), knowledge (what we communicate), and skill (how to communicate) are all central to communicating successfully. And going a step further than what you'll find in other communication texts, this book integrates the authors communication competence model, which includes numerous self assessment tools that you can use to measure your progress and success!



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