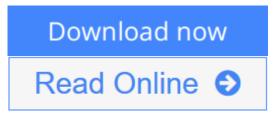


## **Communicate!**

By Rudolph F. Verderber, Kathleen S. Verderber, Deanna D. Sellnow



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Known for its clear and concise writing style, this ground breaking and marketleading fundamentals of communication text focuses on skill building and competency orientation. The authors provide lively, contemporary examples to ground theory, to increase comprehension, and to help you become a skillful communicator. COMMUNICATE! encourages active learning through welldesigned skill-building activities, video scenarios, ethics cases, speech actionstep exercises, and sample speeches. This book will help you understand communication theory, and help you improve your communication skills. With co-author Deanna Sellnow joining the author team, the Thirteenth Edition of COMMUNICATE! incorporates important theoretical updates in the field and reflects issues and interests of today's college students.

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#### About the Author

Distinguished Teaching Professor of Communication Emeritus at the University of Cincinnati and former National Speaker's Association Professor of the Year, Rudolph F. Verderber is also one of the all-time bestselling communication studies authors. The strength of his basic texts lies in his ability to explain and exemplify concepts, theories, and skills to introductory level students. His Cengage Learning texts-COMMUNICATE, THE CHALLENGE OF EFFECTIVE SPEAKING, COMM, and SPEAK-have a reputation for being student favorites due to their accessible presentation of theory and skills.

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