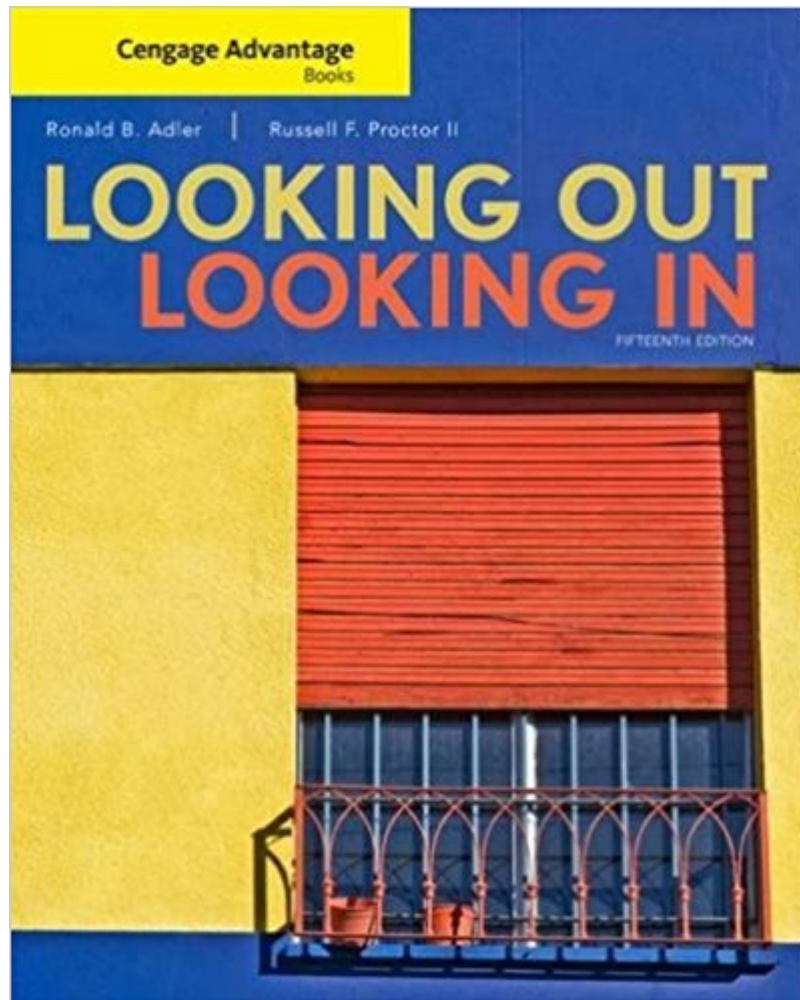




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Cengage Advantage Books: Looking Out, Looking In



Synopsis

A longtime favorite with millions of students and instructors, *LOOKING OUT, LOOKING IN*, 15th Edition maintains its market-leading tradition of linking the latest research and theory to readers' everyday lives. Its user-friendly approach motivates students to learn and apply communication principles in both personal relationships and on the job. Expanded emphasis on social media includes an all-new chapter devoted to the role of mediated communication in interpersonal relationships as well as integrated coverage throughout the book. Diverse examples, new readings, compelling cartoons, lively photos, and popular culture references bring principles to life. Thought-provoking prompts in every section help enhance understanding. Hands-on activities help students put what they learn into action. The result: greater student engagement and success.

Book Information

Paperback: 462 pages

Publisher: Wadsworth Publishing; 15 edition (January 1, 2016)

Language: English

ISBN-10: 1305645340

ISBN-13: 978-1305645349

Product Dimensions: 9.9 x 7.8 x 1 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

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to your own life. Maximize your study time & course success. Each chapter includes outlines, learning objectives, key terms, online resources, and other tools to help you focus your studies and gauge your progress.

"The text is engaging and students repeatedly tell me that it is the only--or one of the only textbooks they plan on keeping." "I REALLY like this chapter [new Chapter 2 Interpersonal Communication and Social Media]. It is by far one of the best and most relevant writings on social media research I have seen and I would be excited about the possibility of including it in my curriculum."

Ron Adler is professor emeritus at Santa Barbara City College, where he developed programs in interpersonal communication, business and professional communication, and communication theories. He has co-authored and edited several textbooks that address communication contexts and topics including interpersonal communication, small group communication, public speaking, assertiveness, and social skills. In addition to writing and teaching, he works with professional and business people to improve their communication on the job. Russell F. Proctor II is a professor at Northern Kentucky University, where he has taught since 1991. He primarily teaches courses in interpersonal communication, interviewing, and communication pedagogy. In 1997 he won the university's Outstanding Professor Award. He is the author of numerous articles and textbooks focusing on interpersonal communication and communication education, with a particular interest in the use of feature films as instructional resources.

This book was required for a college course I took over summer. I actually plan on keeping this book instead of selling it back to other students. The subject is relevant to everyone, and this author does a great job of providing real life tips and examples. It's a great read. I am sure I will reference the material in this book many times in the future. And prompts to on the quick delivery as always with Prime! I didn't order until the first week of class and that was no problem at all.

This was a great book. I learned so much from using this book in my class. I got this book for a class and if it wasn't so expensive, this is one I would have kept. Considering it is the 15th edition, I am thinking about purchasing a previous edition, which doesn't have the high price tag attached.

The book is very informative, I needed it for a Dynamics in Communication class. Wish I could have rented when I first started school, would have saved so much money

It was the book required for my Interpersonal Communications class.

Great.

The book was sort of expensive and took forever to deliver. I would suggest purchasing from a different company. But the book is good quality and paperback, ughh.

Textbook was clean and the process of returning the book was easy.

Good

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