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Communicate!

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



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Now in its 14th edition, this ground-breaking, market-leading fundamentals of human communication text helps readers improve their communication competency by becoming proficient in using theory and research-grounded communication skills. Praised for its clear and concise writing style, this new edition includes increased coverage of how technology and social media are changing communication practices and offers guidelines for best practice. Lively contemporary examples and sample speeches ground theory, increase comprehension, and help readers become skillful communicators. COMMUNICATE! engages students in active learning through theory, application and skill-building exercises including speech action step activities that guide students through the speech preparation process. The role of ethics in communication is integrated throughout the text, and students can also apply ethical principles to case situations.



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Editorial Review

Review

"...I particularly liked the skill building boxes as this reminds students that we are not simply covering communication principles but how to apply these principles in everyday life."

"Breaking down key points in speech preparation is essential in getting students to understand the entire process of creating a speech. I like how these [Speech Plan Action Steps] tackle each point one by one."

About the Author

Kathleen S. Verderber is Associate Professor of Management Emeritus at Northern Kentucky University. She holds an MA in Speech Communication as well as an MBA and a PhD in organizational behavior from the University of Cincinnati. Dr. Verderber has consulted with various civic, professional, and business organizations. She has published numerous articles in several journals and has presented papers at communication and management conferences. She is a coauthor of **COMMUNICATE! THE CHALLENGE OF EFFECTIVE SPEAKING IN A DIGITAL AGE**, **COMM**, and **SPEAK** all with Cengage Learning, and author of **INTER-ACT: INTERPERSONAL COMMUNICATION, CONCEPTS, SKILLS, AND CONTEXTS** with Oxford University Press.

Rudolph F. Verderber is Distinguished Teaching Professor of Communication Emeritus at the University of Cincinnati and former National Speaker's Association Professor of the Year -- as well as one of the all-time best-selling 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.

Deanna D. Sellnow, PhD, is Professor of Strategic Communication in the Nicholson School of Communication at the University of Central Florida and conducts faculty development workshops on instructional communication pedagogy. Published in regional, national, and international journals, her research focuses on the rhetoric of popular culture, particularly music as communication, and instructional communication as it occurs in conventional and nonconventional classrooms, as well as in risk and crisis contexts. She is co-author of **COMMUNICATE!**, **COMM**, **SPEAK**, and **THE CHALLENGE OF EFFECTIVE SPEAKING**, all with Cengage.

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