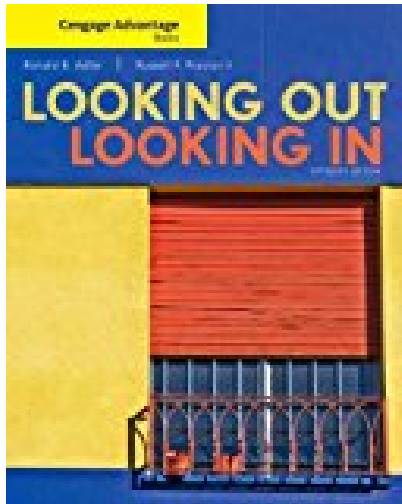


Cengage Advantage Books Looking Out Looking In



BOOK DETAILS

- Author : Ronald B. Adler
- Pages : 462 Pages
- Publisher : Wadsworth Publishing
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BOOK SYNOPSIS

A longtime favorite with millions of readers, *LOOKING OUT, LOOKING IN*, 15th Edition maintains its market-leading tradition of linking the latest research and theory to learners everyday lives. Its accessible approach motivates readers 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. In addition, diverse examples, new readings, compelling cartoons, lively photos, and popular culture references bring principles to life. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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