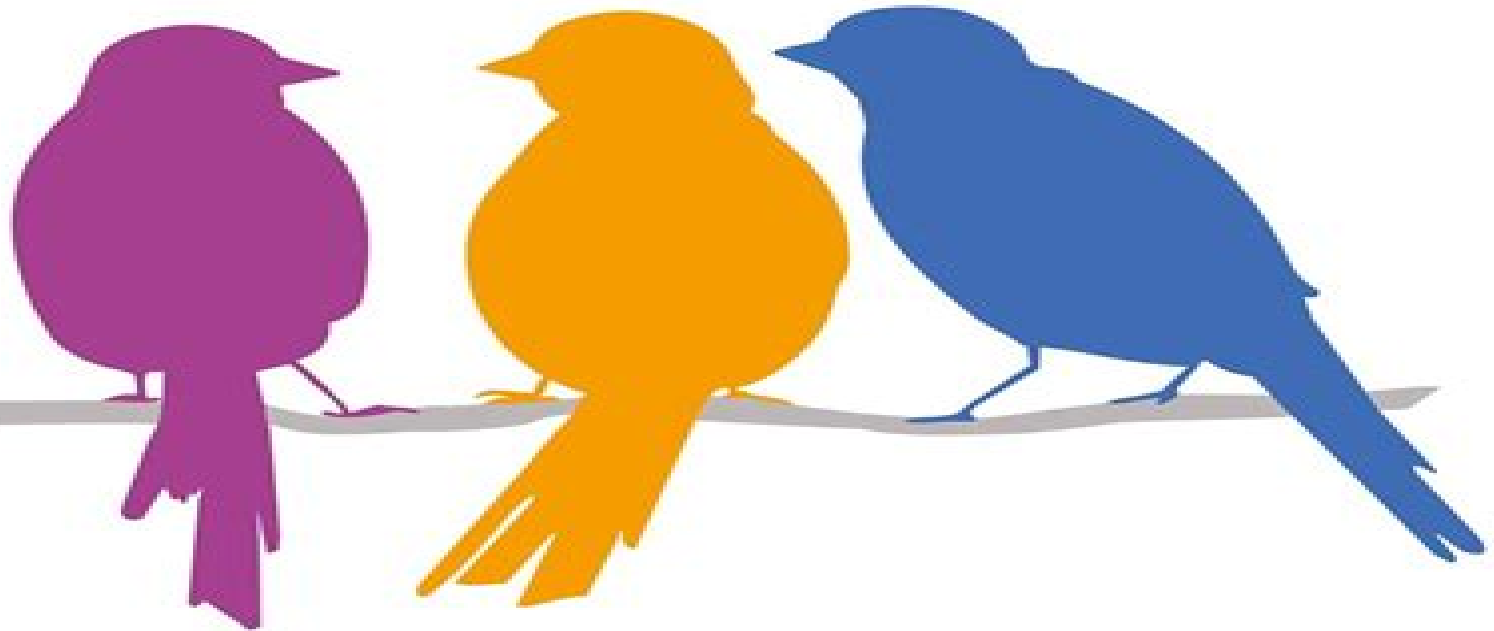


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enables instructors to better tailor class time to student needs and gives students more opportunities than ever for communication skills practice and assessment I hope you will find this new edition of Communication Matters and its extensive instructional support to comprise a well integrated package of engaging and contemporary materials for the introductory course *Business and Professional Communication (Loose-Leaf)* Peter Cardon, Kory Floyd, 2019-02-20

Students preparing to succeed in today's workplace require solid training in communication skills and principles as well as experience applying them in realistic professional contexts Kory Floyd and Peter Cardon bring substantial and concrete business world experience to bear in the text's principles, examples, and activities and ensure that the theories, concepts, and skills most relevant to the communication discipline are fully represented and engaged The result is a program that speaks student's language and helps them understand and apply communication skills in their personal and professional lives

Occurring in every chapter a feature called People First presents students with realistic scenarios that are sensitive, discomfiting, or tricky to manage It then teaches students how to navigate those situations effectively This gives students concrete skills for preserving relationships with others as they encounter these difficult conversations Unique to the market, this text includes a dedicated chapter focused on perspective taking covering the processes of person perception, common perceptual errors, the self-serving bias, and the fundamental attribution error the self-concept and the processes of image management This equips students to understand and pay attention to the perspectives of others Also unique to the market, this text includes a dedicated chapter focused on career communication This encourages students to engage in networking and to consider the priorities and points of view of others as they seek employment and interact professionally **ISE**

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throughout the text s principles examples and activities They ensure that the theories concepts and skills most relevant to the communication discipline are fully represented The result is a program that helps students understand and apply communication skills in both their personal and professional lives The People First feature presents students with realistic scenarios that are sensitive discomfoting or tricky to manage It then teaches students how to navigate those situations effectively This gives students concrete skills for preserving relationships with others as they encounter these difficult conversations Unique to the market this text includes a dedicated chapter focused on perspective taking covering the processes of person perception common perceptual errors the self serving bias and the fundamental attribution error the self concept and the processes of image management This equips students to understand and pay attention to the perspectives of others Business and Professional Communication also includes a dedicated chapter focused on career communication encouraging students to engage in networking and to consider the priorities and points of view of others as they seek employment and begin to interact professionally

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