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Overview. Volume 4 of Communication: Principles for a Lifetime, Portable Edition presents classic content to help you design and deliver a speech, utilizing the five communication principles which serve as a framework for this text: Be aware of your communication with yourself and others. Effectively use and interpret verbal messages.

Communication Principles For A Lifetime

Communication: Principles for a Lifetime was designed to address the biggest challenge when teaching Introduction to Communication: how to present the variety of fundamental theory and skills without overwhelming learners. By organizing the text around five key principles of communication, authors Steven Beebe, Susan Beebe, and Diana Ivy help students to see the interplay among communication concepts, skills, and contexts.