



Communication Matters - Standalone book

By Kory Floyd

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Communication Matters:

Because great communicators are made, not born.

Through *Communication Matters*' highly interactive program, students learn that our instincts aren't as good as we think they are and develop the skills needed to become effective communicators. The program prompts students to question their assumptions, helps them to move beyond their personal daily communication experiences, and challenges them to think critically about why and how they communicate in the ways they do.

Connect for *Communication Matters*, Second Edition, reflects our increasingly diverse, interactive, and digital world by using hands-on features. Through an interactive eBook, a suite of student videos for public speaking, and dynamic online activities, students are urged to consider which choices are likely to be effective and which less so. LearnSmart, McGraw-Hill's adaptive learning system, assesses students' knowledge of course content and maps out personalized study plans for success. The result: Students are able to internalize core communication principles, adapt their communication behavior more effectively, and actively apply those strategies to all aspects of their lives.

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Editorial Review

About the Author

Roxy Peck is Emerita Associate Dean of the College of Science and Mathematics and Professor of Statistics Emerita at California Polytechnic State University, San Luis Obispo. A faculty member at Cal Poly from 1979 until 2009, Roxy served for six years as Chair of the Statistics Department before becoming Associate Dean, a position she held for 13 years. She received an M.S. in Mathematics and a Ph.D. in Applied Statistics from the University of California, Riverside. Roxy is nationally known in the area of statistics education, and she was presented with the Lifetime Achievement Award in Statistics Education at the U.S. Conference on Teaching Statistics in 2009. In 2003 she received the American Statistical Association's Founder's Award, recognizing her contributions to K-12 and undergraduate statistics education. She is a Fellow of the American Statistical Association and an elected member of the International Statistics Institute. Roxy served for five years as the Chief Reader for the Advanced Placement Statistics Exam and has chaired the American Statistical Association's Joint Committee with the National Council of Teachers of Mathematics on Curriculum in Statistics and Probability for Grades K-12 and the Section on Statistics Education. In addition to her texts in introductory statistics, Roxy is also co-editor of "Statistical Case Studies: A Collaboration Between Academe and Industry" and a member of the editorial board for "Statistics: A Guide to the Unknown, 4th Edition." Outside the classroom, Roxy likes to travel and spends her spare time reading mystery novels. She also collects Navajo rugs and heads to Arizona and New Mexico whenever she can find the time.

Users Review

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