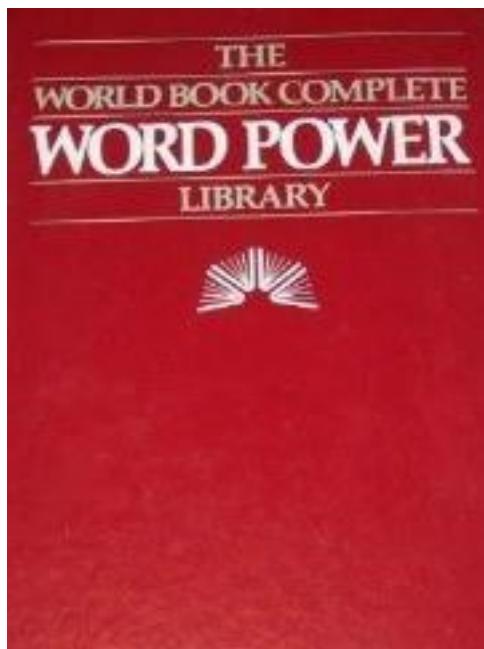


The World book complete word power library



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Probably the single most difficult task facing each and every one of us on a daily basis is effective communication. How can we express to others the feelings, ideas, and information we wish to communicate? How can we do this in ways that make it likely our meaning will be fully understood? And, on the other hand, how can we improve the chances that we will

understand as fully as possible the messages others are attempting to communicate to us?

The primary method of communication between people is words. Words are the collections of sounds and symbols we have assigned to describe our experiences, emotions, and ideas.

Words are abstract labels that may be arranged and rearranged to communicate a variety of meanings in a variety of ways.

Words may be used to communicate meanings in either a written or a spoken way. Because even the most common, everyday communication is an extremely complex activity, various rules for using words have developed over the many years words have served as a method of communication.

Indeed, without rules and guidelines, words could not be used to communicate clearly. For effective communication to take place, all participants must understand what each word stands for and what each group of words means when arranged in a certain way.

The World Book Complete Word Power Library has been developed specifically to help you increase your overall ability to use words. "Word power," the collection of skills and techniques that enable a person to communicate effectively, is perhaps the most vital area for personal growth that you will ever encounter. Success in school, efficiency on the job, enjoyment of social interaction, and warmth in personal relationships--all

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