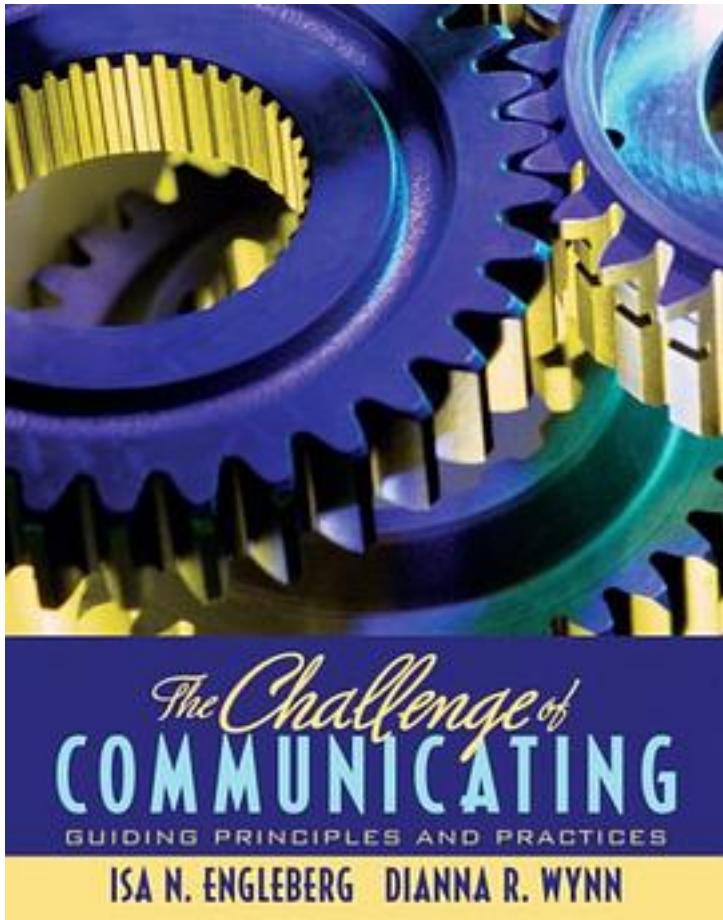


# The Challenge of Communicating



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The Challenge of Communicating: Guiding Principles and Practices applies a unique framework of key elements and guiding principles to all communication contexts while engaging readers with practical examples and realistic advice based on contemporary communication research. The seven guiding principles are derived from universal

axioms found in communication literature and are used as the foundation for content. Regardless of the context (interpersonal, group, or presentational), these elements and principles will help readers make effective decisions about the communication challenges, select appropriate strategies that effectively address those challenges, and apply the skills they need to achieve their communication goals. This book also provides lively, relevant, and engaging content as well as activities and assessments in every chapter.

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