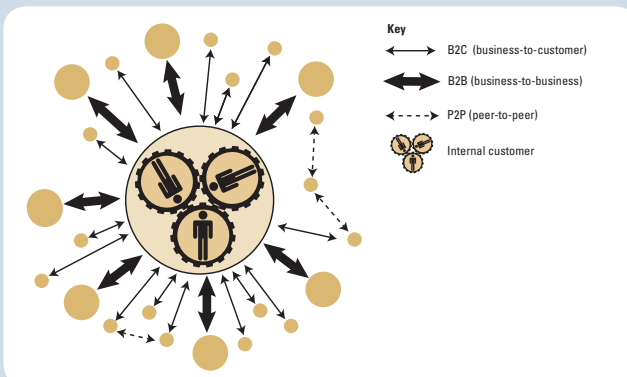
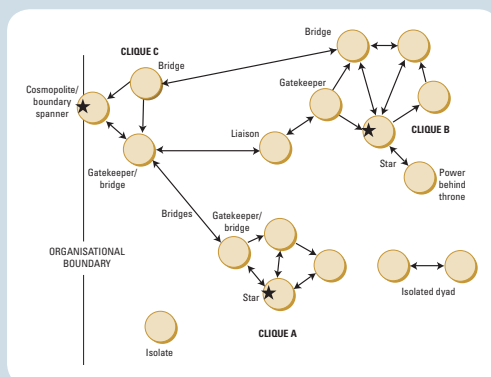
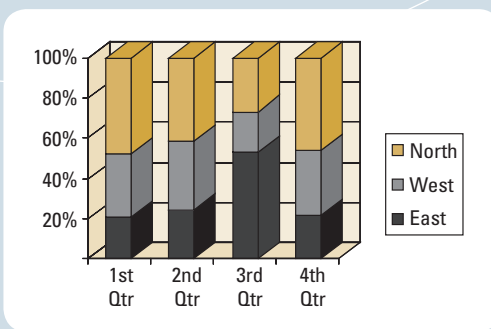
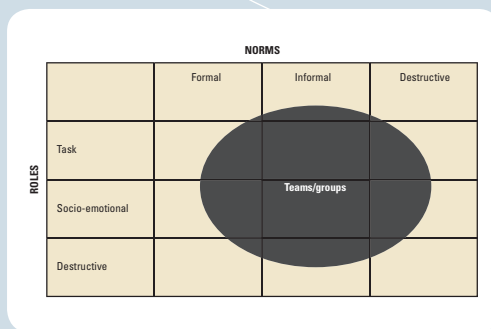


“Must have good communication skills” is almost a cliché in job advertisements these days.

But where do students acquire such skills? And how can they prove they have them?

Courses in communication, supported by Baden Eunson’s *Communicating in the 21st Century (C21) 2nd edition* will equip your students with the skills they need to differentiate themselves in today’s competitive job market!

Some examples of the informative visual illustrations inside C21 ▼



TOTAL LEARNING PACKAGE

Communicating in the 21st Century (C21) 2nd edition is the most comprehensive, flexible and affordable resource package ever developed in the field of communication in Australia. Significantly it is an **original work** not an adaptation of a US or UK text. Author Baden Eunson has drawn on decades of experience in education and industry, as well as **building on the success of the first edition of this text**, to deliver a total learning package.

Comprehensive and highly referenced theory coverage is balanced with a wealth of **practical skill activities** and the text is written in a **user-friendly, accessible style** that

is perfectly complemented by **informative visual illustrations**. Each of the text’s 22 chapters is a tightly structured learning unit based on specific objectives and includes ♦ **self-assessment tasks** ♦ **ethical dilemma case studies** ♦ **review questions** ♦ **applied exercises**. In addition, a further **8 chapters on specialised communication topics** are available online or CD.

With well developed interpersonal and communication skills increasingly being demanded by employers in today’s competitive career market, C21 is the perfect tool for students, lecturers and professionals.

FEATURES

8 additional chapters available online at no extra cost:

- Writing Skills 1: Grammar
- Writing Skills 2: Punctuation, spelling and usage
- Writing Skills 3: Style
- Writing Skills 4: Plain English
- Writing Skills 5: How to write
- Scientific and technical writing
- Gender and communication
- Media communication.

Comprehensive local resource package:

- Instructor’s resource guide
- PowerPoint™ slides
- Test bank
- Computerised test bank
- Art files
- Blackboard/WebCT cartridge.

WHAT’S NEW IN C21?

All chapters revised and updated, including:

- **CHAPTER ONE Communication Today:** a new, inter-disciplinary model of communication, analysis of different communication models, an expansion of the main communication model, and a treatment of ethics in communication.
- **CHAPTER TWO Document Design and Graphic Communication:** new approaches to readability, practical guides to the do’s and don’ts of document layout, new and different types of graphics and a grid that can be used to decide when to use the most appropriate graphic.
- **CHAPTER THREE Doing and Using Research:** new treatment of primary, secondary and tertiary sources, Harvard referencing systems, and plagiarism.
- **CHAPTER SEVEN Academic Writing:** new material on academic discourse/style such as hedging and boosting, authorial voice/use of personal pronouns, and academic versus workplace writing styles.
- **CHAPTER TEN Interpersonal Skills 2:** new material on the Johari Window model applied to interpersonal and organisational settings.
- **CHAPTER FOURTEEN Negotiation Skills:** new material on negotiating styles.
- **CHAPTER SIXTEEN Intercultural Communication:** new material on models of acculturation, critical analysis of multiculturalism and diversity, and practical guidelines for intercultural interaction.
- **CHAPTER SEVENTEEN Organisational Communication:** new material on organisational design, networking, the informal organisation and the grapevine, and on organisational culture, organisational silos and silence.
- **CHAPTER EIGHTEEN Communicating with Customers:** new material on online customers, typologies of customers, ethics in dealing with customers, job design and dealing with customers, listening and questioning, service complaints and recovery, customer relationship management (CRM) systems, and working with problem customers.
- **CHAPTER TWENTY Team Communication:** new material on Groupthink, stages of group development, myths about teamwork, the validity of the “team” sporting analogy, and virtual teams.
- **CHAPTER TWENTY-ONE Communicating in Meetings:** new material on the dynamics of meeting layout and seating, decision-making and problem-solving.