



Applying Communication Theory for Professional Life: A Practical Introduction

Marianne Dainton, Elaine D. Zelley

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This fully updated **Third Edition** of **Applying Communication Theory for Professional Life** helps readers understand communication theory and its importance to careers in communication and business. Practical and reader-friendly, the book offers succinct coverage of the major theories that have clear applicability to communication and business practitioners, including theories of intrapersonal communication, interpersonal interaction, intercultural encounters, persuasion, group communication, organizational behavior, social media, and mass communication. In every chapter, authors Marianne Dainton and Elaine D. Zelley illustrate how theory is applied in a variety of professional settings through real-world case studies.

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