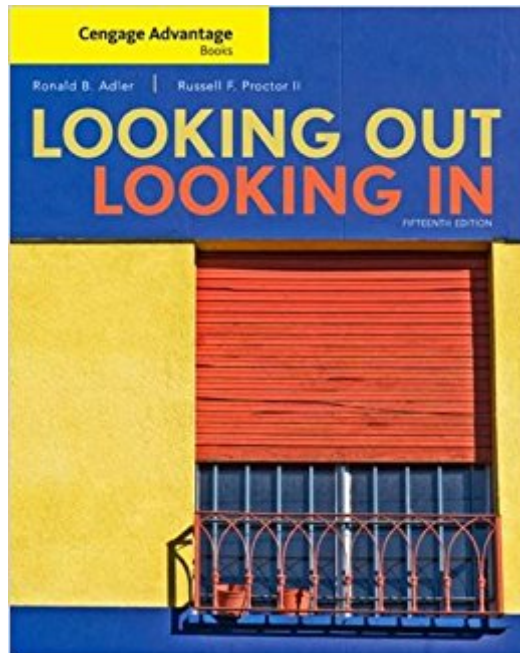


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# Cengage Advantage Books: Looking Out, Looking In



## Synopsis

A longtime favorite with millions of students and instructors, LOOKING OUT, LOOKING IN, 15th Edition maintains its market-leading tradition of linking the latest research and theory to readers' everyday lives. Its user-friendly approach motivates students to learn and apply communication principles in both personal relationships and on the job. Expanded emphasis on social media includes an all-new chapter devoted to the role of mediated communication in interpersonal relationships as well as integrated coverage throughout the book. Diverse examples, new readings, compelling cartoons, lively photos, and popular culture references bring principles to life. Thought-provoking prompts in every section help enhance understanding. Hands-on activities help students put what they learn into action. The result: greater student engagement and success.

## Book Information

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## Customer Reviews

This book was required for a college course I took over summer. I actually plan on keeping this book instead of selling it back to other students. The subject is relevant to everyone, and this author does a great job of providing real life tips and examples. It's a great read. I am sure I will reference the material in this book many times in the future. And prompts to on the quick delivery as always with Prime! I didn't order until the first week of class and that was no problem at all.

Delivered on time. Book is clear and informative.

Great

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