



Human Communication: Principles and Contexts

By *Stewart L. Tubbs*

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Intended for the introductory communication concepts course, this text focuses on the principles and contexts of communication studies. The award-winning authors link theory and research with fundamental concepts and create plentiful opportunities for students to apply their understanding and develop useful communication skills. Their exposition is seasoned with intriguing case studies and stimulating examples drawn from contemporary life. In addition, Tubbs and Moss show a true sensitivity to diversity - a reflection of their professional interests in gender and cultural issues.

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Editorial Review

About the Author

Dr. Stewart "Stu" Tubbs is the Darrell H. Cooper Professor of Leadership and is the former Dean of the College of Business at Eastern Michigan University. He received his doctorate from the University of Kansas, his Masters and Bachelors degrees are from Bowling Green State University. He has completed postdoctoral study at Harvard Business School and at Stanford Graduate School of Business. Dr. Tubbs has consulted for numerous corporations and has won three awards for his outstanding teaching. In 1994 he received the Outstanding Leadership Award in London, England from the Academy of Business Administration. He is the author of A Systems Approach to Small Group Interaction (7th ed.), 2001 and co-author with Sylvia Moss of Human Communication (8th ed.), 2000, both published by McGraw-Hill. He also is the author of a monthly newspaper column entitled "Insights."

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