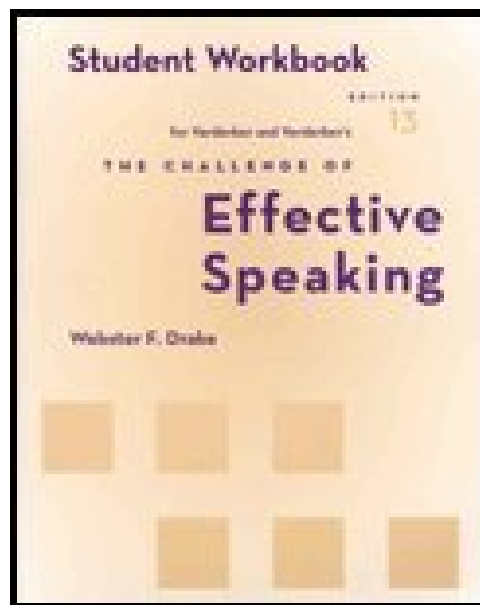
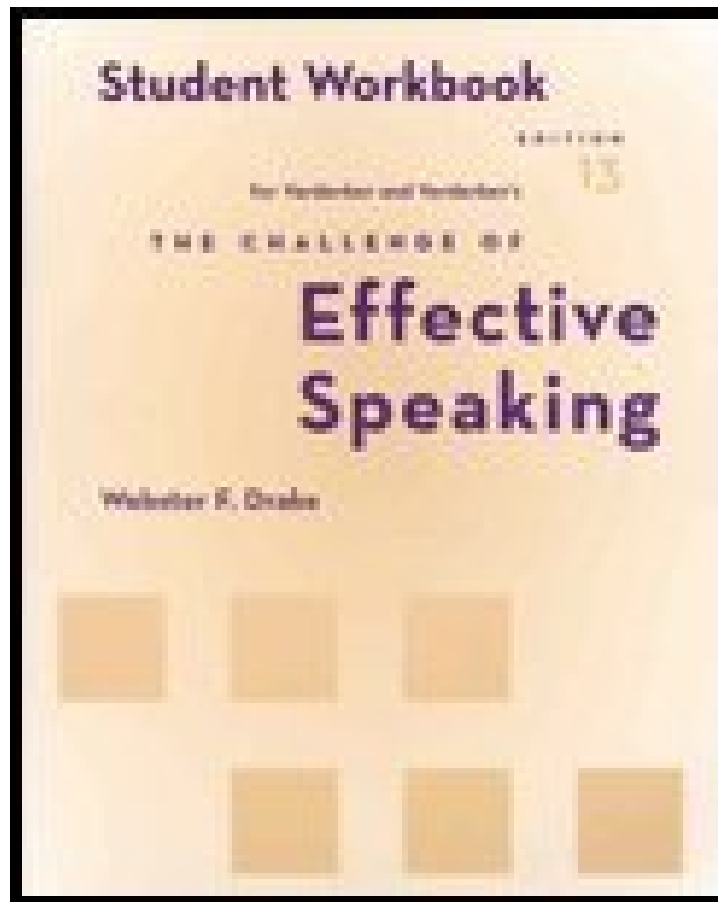


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Rudolph F. Verderber is a distinguished Teaching Professor of Communication Emeritus at the University of Cincinnati and former National Speaker's Association Professor of the Year is one of the all-time best-selling communication studies authors. The strength of his basic texts lies in his ability to explain and exemplify concepts, theories, and skills to introductory level students. His Cengage texts-COMMUNICATE, THE CHALLENGE OF EFFECTIVE SPEAKING, COMM, and SPEAK-have a reputation for being student favorites due to their accessible presentation of theory and skills.

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