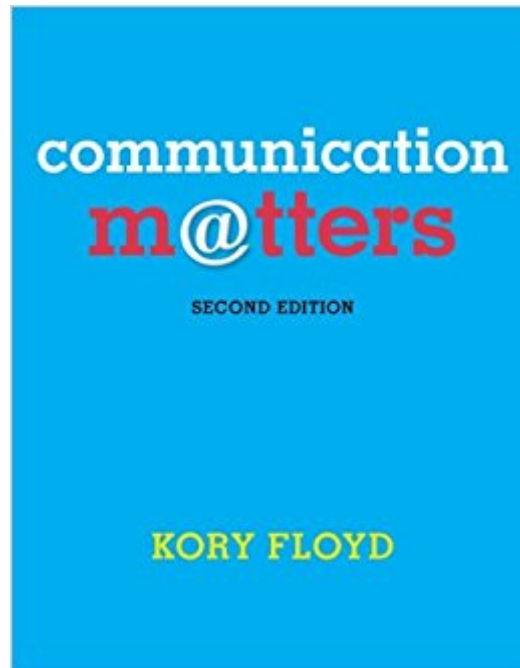




The book was found

Communication Matters



Synopsis

Communication Matters:

Book Information

Paperback: 480 pages

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Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (17 customer reviews)

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Customer Reviews

I can sum up this book with the following excerpt. This is the introduction to a section on nonverbal communication chapter: "IN the CBS comedy series The big Bang Theory, Sheldon Cooper is a theoretical physicist at Caltech who shares an apartment with his friend and colleague, Leonard Hofstadter. Despite having two doctoral degrees and being at the top of his professional field, Cooper is inept in most social situations. He does not understand many social conventions such as the rules of politeness, and has little ability to interpret other people's emotions... In all, Cooper is not a particularly skilled nonverbal communicator." It then goes on to say Sheldon should read this book, and goes into nonverbal communication. Sheldon is never heard from again. Am I the only one that doesn't see what the HELL the above has to do with nonverbal communication??? This basically sums up the book in a nutshell. The book is loaded with pop culture references, from Kanye to Tebow to Family Guy. I think they are designed to keep young college students interested in the material by presenting things that are relevant to them. The problem is the book does nothing with the references. It merely throws them out there and yells "Hey I'm cool and hip I know what you kids are all about these days with your dubitstep and your rap videos" but then does absolutely nothing to link this to any of the subject matter. It's the textbook equivalent of a teacher walking into class and saying "Yo Yo kids Jay Z is Dope right! But not as dope as quadratic equations YEAH

BOY!!" *cross arms turns cap around*, Look I don't fault it for doing this, or even doing this so transparently, but for the love of god use the references in a way that makes sense.

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