

<<英文大学人文经典教材>>

图书基本信息

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内容概要

特里·甘布尔、迈克尔·甘布尔编著的《有效传播》是传播学入门教材，书中系统地介绍了各种传播学原理、多渠道的个体沟通和群体传播方式。

《有效传播》为21世纪的传播学学生提供了参与性和互动性极强的学习方法，大量生动而真实的案例使得学生们能够切实掌握当今最先进的传播手段。

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作者简介

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