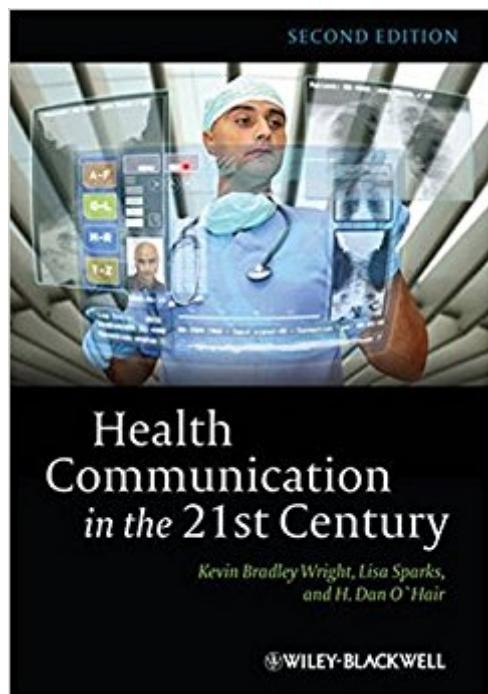


The book was found

Health Communication In The 21st Century



Synopsis

This popular and engaging text on health communication is now revised and updated in a second edition that incorporates recent research and boasts new material on topics such as crisis communication, social disparities in health, and systemic reform. Fully revised second edition of this popular and authoritative text. Includes fresh material on topics such as crisis communication, health care reform, global health issues, and political issues in health communication. New case studies, examples, and updated glossary keep the work relevant and student-friendly. Provides effective strategies for healthcare organizations and individuals in communicating with patients. Updated and enhanced online resources, including PowerPoint slides, test bank, and instructors manual, available upon publication at www.wiley.com/go/wright

Book Information

Paperback: 360 pages

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Product Dimensions: 7.6 x 0.7 x 9.7 inches

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Average Customer Review: 3.5 out of 5 stars 9 customer reviews

Best Sellers Rank: #55,877 in Books (See Top 100 in Books) #23 in Books > Medical Books > Medicine > Doctor-Patient Relations #23 in Books > Textbooks > Medicine & Health Sciences > Medicine > Clinical > Physician & Patient #263 in Books > Textbooks > Communication & Journalism > Communications

Customer Reviews

Provides a general overview of a wide range of topics, from the micro level of communication between health provider and patient to mid-level issues of communication within a health care organization to the macro level of community-wide health campaigns. Particularly timely are chapters on communication and cultural diversity, technology, and the Affordable Care Act ... Summing Up: Recommended. Lower-division undergraduates and two-year technical program students; general readers. (Choice, 1 August 2013)

I applaud the new edition of Health Communication in the 21st Century as a

comprehensive and incisive review of health communication scholarship written by three of the field's leading scholars. - Gary L. Kreps, George Mason University "The second edition of this excellent foundational health communication text effectively captures the changing dynamic of the complex health care system and the central role health communication plays within any attempt to understand how individuals, communities and governments struggle to maintain healthy lifestyles. I am most impressed by how this book moves well beyond all other health communication texts, with the emphasis placed upon coverage of formal and informal caregiving, cultural diversity, interdisciplinary healthcare teams, and new technologies." - Jon Nussbaum, Penn State University "The second edition of Health Communication in the 21st Century is a thorough and illuminating examination of the health communication literature. It is well researched, clearly written, and a book that students will both enjoy and benefit from." - James D. Robinson, Professor Department of Communication, University of Dayton

I am surprised by the grammatical errors that this book has. I have seen several instances now of misspelled words, or sentences that weren't quite right and I am only halfway through the book. As a required book for one of my college senior classes, I expected it to be proofread more thoroughly.

The book itself is repetitive and boring but its written in a way that you can read each headline and pull something together based on it because somehow what you think you're going to read about is what you actually read about. The book just stretches out the chapters unnecessarily.

Great book from Health Communication!

Not a great book - had to purchase for a class

Great condition, thank you!

I received a book with a damaged cover. It made me feel unhappy with that. but the content is fine.

I used this book for an undergraduate research project and it was great. Compared to most graduate books, I enjoyed reading this book to gain insight to health comm. I would recommend it to any of my peers.

I like the subject of this book, but there are so many typos that it can get to be distracting while reading. In one paragraph there was even the same sentence twice in a row.

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