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In today's fast-paced, multi-tasking work environments, successful communication means more than getting the message across: it means getting noticed and getting results. *Communicating for Results: A Canadian Student's Guide* offers practical, classroom-tested instruction not only in grammar but in the rhetorical techniques and persuasive strategies that students need to become effective writers and speakers. Its hands-on, skills-based approach uses models, organizational plans, workshops, discussion forums, quick-reference guides, and checklists to simplify the writing process while banishing writer's block and easing fears about public speaking. A bonus CD packaged with the text features an invaluable package of additional resources, including information on and examples of informational and analytical reports and 26 full-text models of different kinds of professional communication. Designed to make effective communication achievable in even the most demanding workplace environment, *Communicating for Results* is equally suitable for classroom use and personal desktop reference.

*Mass Communication in Canada* examines the past, present, and future of mass communication and its effects on society. The book investigates all media from print media, film, radio, and television, to digital media such as the internet and e-mail, providing a framework for understanding the rapidly changing field of mass communication. Themes include media theories, the mass media, media culture

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and politics, media content, media and audiences, law and policy, the structure and role of media ownership, journalists as content producers, technology and current issues, and globalization.

NEW YORK TIMES BEST SELLER □ From the world's leading forest ecologist who forever changed how people view trees and their connections to one another and to other living things in the forest—a moving, deeply personal journey of discovery Suzanne Simard is a pioneer on the frontier of plant communication and intelligence; her TED talks have been viewed by more than 10 million people worldwide. In this, her first book, now available in paperback, Simard brings us into her world, the intimate world of the trees, in which she brilliantly illuminates the fascinating and vital truths--that trees are not simply the source of timber or pulp, but are a complicated, interdependent circle of life; that forests are social, cooperative creatures connected through underground networks by which trees communicate their vitality and vulnerabilities with communal lives not that different from our own. Simard writes--in inspiring, illuminating, and accessible ways—how trees, living side by side for hundreds of years, have evolved, how they learn and adapt their behaviors, recognize neighbors, compete and cooperate with one another with sophistication, characteristics ascribed to human intelligence, traits that are the essence of civil societies--and at the center of it all, the Mother Trees: the mysterious, powerful forces that connect and sustain the others that surround them. And Simard writes of her own life, born and raised into a logging

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world in the rainforests of British Columbia, of her days as a child spent cataloging the trees from the forest and how she came to love and respect them. And as she writes of her scientific quest, she writes of her own journey, making us understand how deeply human scientific inquiry exists beyond data and technology, that it is about understanding who we are and our place in the world.

Effective risk communication is essential to the well-being of any organization and those people who depend on it. Ineffective communication can cost lives, money and reputations. *Communicating Risks and Benefits: An Evidence-Based User's Guide* provides the scientific foundations for effective communications. The book authoritatively summarizes the relevant research, draws out its implications for communication design, and provides practical ways to evaluate and improve communications for any decision involving risks and benefits. Topics include the communication of quantitative information and warnings, the roles of emotion and the news media, the effects of age and literacy, and tests of how well communications meet the organization's goals. The guide will help users in any organization, with any budget, to make the science of their communications as sound as the science that they are communicating.

*Communicating in the Third Space* aims to clarify Homi K. Bhabha's theory of the third space of enunciation by reconstructing its philosophical, sociological, geographical, and political meaning with attention to the special advantages and

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ambiguities that arise as it is applied in practical--as well as theoretical--contexts. The idea of "third space" conceives the encounter of two distinct and unequal social groups as taking place in a special third space of enunciation where culture is disseminated and displaced from the interacting groups, making way for the invention of a hybrid identity, whereby these two groups conceive themselves to partake in a common identity relating to shared space and common dialogue. The essays collected in *Communicating in the Third Space*--including a preface by Bhabha himself--brilliantly introduce readers to this exciting topic in Cultural and Post-Colonial theory and offers insightful elaboration and critique of the meaning and relevance of life in the "third space." With a preface by Homi K. Bhabha.

Did you know that Marshall McLuhan was the first to study the effects of mass media on thought and behavior? McLuhan was a communication theorist, which means he studied heavily on the effects of thoughts, opinions, feelings expressed via communication channels. This educational book will not tell Marshall's story but will also touch on his communication theory. Enjoy the read!

Make training a game that everyone can win! Featuring activities and exercises designed for groups of any size, *The Big Book of Low-Cost Training Games* proves that training can still deliver outstanding results, even when you're watching the bottom line. Whether you're a trainer or facilitator, a group leader or manager, you'll find the games in this book are excellent tools for building trust, exploring

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character, fostering collaboration, and demonstrating more effective communication techniques. Better still, with minimal props like index cards and markers, these activities are not just cost-effective but are also simple to set up and can be done virtually anywhere. From painless icebreakers to group challenges to meaningful community-building projects, *The Big Book of Low-Cost Training Games* is your winning game plan for maximizing group engagement and getting the most ROI from your training budget.

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