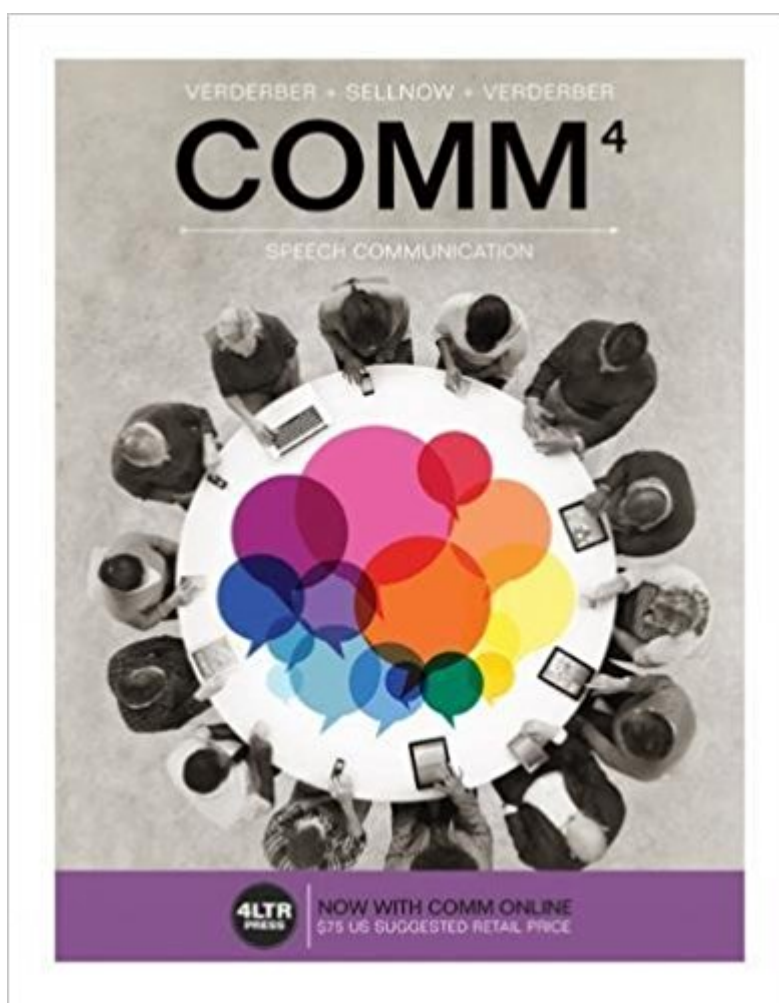


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Rudolph F. Verderber is Distinguished Teaching Professor of Communication Emeritus at the University of Cincinnati and former National Speaker's Association Professor of the Year -- as well as one of the all-time best-selling communication studies 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 Learning 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. Kathleen S. Verderber is Associate Professor Emeritus of Management at Northern Kentucky University. In addition to consulting with various civic, professional and business organizations, she has published numerous journal articles and has presented papers at many communication and management conferences. She is a coauthor of COMMUNICATE!, THE CHALLENGE OF EFFECTIVE SPEAKING, COMM and SPEAK--all published by Cengage--and is author of INTER-ACT: INTERPERSONAL COMMUNICATION, CONCEPTS, SKILLS, AND CONTEXTS with Oxford University Press. She holds an M.A. in Speech Communication as well as an M.B.A. and a Ph.D. in Organizational Behavior from the University of Cincinnati. Deanna D. Sellnow, PhD, is Professor of Strategic Communication in the Nicholson School of Communication at the University of Central Florida and conducts faculty development workshops on instructional communication pedagogy. Published in regional, national and international journals, her research focuses on the rhetoric of popular culture, particularly music as

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