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Non-Verbal Communication . The words we choose make up just 7% of the message being conveyed, which makes non-verbal communication all the more important. Body language is an important communication tool. Your body language should help

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experience.

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Description Aimed at students studying for a first degree, this book is a fascinating introduction to visual communication, including graphic design, advertising, editorial, new media, film and television - in fact, any discipline that seeks to convey a message through text and images.

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