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About the Authors

*Student Achievement Series: Human Relations* represents a compilation of more than thirty years of research by authors Barry Reece and Rhonda Brandt. Their combined years of postsecondary teaching experience and on-site consulting with business, industry, and educational institutions provide the basis for their real-world approach to human relations skill building. With their diverse backgrounds, they work together to consistently offer their readers up-to-date information and advice in this best-selling text.

Barry L. Reece is a professor at Virginia Polytechnic Institute and State University. He received his Ed.D. from the University of Nebraska. Dr. Reece has been actively involved in teaching, research, consulting, and designing training programs throughout his career. He has conducted more than 500 workshops and seminars devoted to leadership, human relations, communications, sales, customer service, and small business operations. He has received the Excellence in Teaching Award for classroom teaching at Virginia Tech and the Trainer of the Year Award presented by the Valleys of Virginia Chapter of the American Society for Training and Development. Dr. Reece has contributed to numerous journals and is author or coauthor of thirty-two books. He has served as a consultant to Lowe’s Companies, Inc., Wachovia Corporation, WLR Foods, Kinney Shoe Corporation, and numerous other profit and not-for-profit organizations.

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Preface

Interpersonal and communication skills, the ability to work effectively within a team, and personal ethics and integrity are the attributes that are ranked highest by those who make hiring and promotion decisions today. We have seen the evolution of a work environment that is characterized by greater cultural diversity, more work performed by teams, and greater awareness that quality relationships are just as important as quality products in our global economy.

The importance of human relations can be summarized in one concise law of personal and organizational success: All work is done through relationships. Employees are more productive when they have the ability to develop effective relationships with their boss, fellow workers, customers, and clients. Organizations are increasingly using relationship-building strategies to develop customer loyalty.

**Major Strengths**

*Human Relations—Principles and Practices* builds on strengths that have been enthusiastically praised by instructors and students.

- The **“total person” approach** to human relations has been expanded and enriched in this edition. We continue to believe that human behavior at work and in our private lives is influenced by many interdependent traits such as emotional balance, self-awareness, integrity, self-esteem, physical fitness, and healthy spirituality.

- The text provides the reader with an overview of the **seven major themes of effective human relations**: Communication, Self-Awareness, Self-Acceptance, Motivation, Trust, Self-Disclosure, and Conflict Resolution. These broad themes serve as the foundation for contemporary human relations courses and training programs.

- A hallmark of this text is the use of many **real-world examples** of human relations issues and practices. These examples build the reader’s interest and promote understanding of major topics and concepts. Many of the organizations cited in this text have been recognized by the authors of *The 100 Best Companies to Work For, The 100 Best Corporate Citizens, 100 Best Companies for Working Mothers,* and *America’s 50 Best Companies for Minorities.*

**The Student Achievement Series:**

**A TEAM APPROACH: BUILT BY PROFESSORS AND STUDENTS, FOR PROFESSORS AND STUDENTS**

Over the past three years Houghton Mifflin has conducted research and focus groups with a diverse cross-section of professors and students from across the country to create the first textbook series that truly reflects what professors and students want and need in an educational product. Everything we have learned has been applied to create and build a brand-new educational experience and product model, from the ground up, for our two very important customer bases.
Student Achievement Series: Human Relations—Principles and Practices is based on extensive professor and student feedback and is specifically designed to meet the teaching needs of today’s instructors as well as the learning, study, and assessment goals of today’s students. Professors and students have been involved with every key decision regarding this new product development model and learning system—from content structure, to design, to packaging, to the title of the textbook, and even to marketing and messaging. Professors have also played an integral role as content advisors through their reviews, creative ideas, and contributions to this new textbook.

What Students Told Us

Working closely with students has been both rewarding and enlightening. Their honest and candid feedback and their practical and creative ideas have helped us to develop an educational learning model like no other on the market today. Students have told us many things. While price is important to them, they are just as interested in having a textbook that reflects the way they actually learn and study. As with other consumer purchases and decisions they make, they want a textbook that is of true value to them. Student Achievement Series: Human Relations accomplishes both of their primary goals: It provides them with a price-conscious textbook, and it presents the concepts in a way that pleases them.

Today’s students are busy individuals. They go to school, they work, some have families, they have a wide variety of interests, and they are involved in many activities. They take their education very seriously. Their main goal is to master the materials so they can perform well in class, get a good grade, graduate, land a good job, and be successful.

Different students learn in different ways; some learn best by reading, some are more visually oriented, and some learn best by doing through practice and assessment. While students learn in different ways, almost all students told us the same things regarding what they want their textbook to “look like.” The ideal textbook for students gets to the point quickly; is easy to understand and read; has fewer and/or shorter chapters; has pedagogical materials designed to reinforce key concepts; has a strong supporting website for quizzing, testing, and assessment of materials; is cost conscious; and provides them with real value for their dollar.

Taking What Professors and Students Told Us to Create:

Student Achievement Series: Human Relations

Student Achievement Series: Human Relations provides exactly what students want and need pedagogically in an educational product. While other textbooks on the market include some of these features, the Student Achievement Series is the first textbook to fully incorporate all of these cornerstones, as well as to introduce innovative new learning methods and study processes that completely meet the wishes of today’s students. It does this by:

- Being concise and to the point.
- Presenting more content in bulleted or more succinct formats.
Highlighting and boldfacing key concepts and information.
Organizing content in more bite-size and chunked-up formats.
Providing a system for immediate reinforcement and assessment of materials throughout the chapter.
Creating a design that is open, user-friendly, and interesting for today’s students.
Developing a supporting and integrated Web component that focuses on quizzing and assessment of key concepts.
Eliminating or reducing traditional chapter components that students view as superficial.
Creating a product that is easier for students to read and study.
Providing students with a price-conscious product.

Professors and Students:
We Couldn’t Have Done It Without You

We are very grateful to all the students across the country who participated in one form or another in helping us to create and build the first educational product pedagogically designed specifically for them and their learning and educational goals. Working with these students was an honor, as well as a lot of fun, for all of us at Houghton Mifflin. We sincerely appreciate their honesty, candor, creativeness, and interest in helping us to develop a better learning experience. We also appreciate their willingness to meet with us for lengthy periods of time and to allow us to videotape them and use some of their excellent quotes. We wish them much success as they complete their college education, begin their careers, and go about their daily lives.

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Organization of the Text

The nine chapters in Human Relations—Principles and Practices provide the reader with an in-depth presentation of the seven major themes of effective human relations. Chapter 1 begins with an overview of the nature, purpose, and
importance of human relations and concludes with a description of each major theme. These themes are interrelated and therefore discussed in more than one chapter. For example, the various dimensions of the communications theme are discussed in Chapters 2 and 8. Self-disclosure is also discussed in these chapters. Chapter 3 focuses on self-acceptance, a guiding force in our lives. Chapter 4 explains how personal values influence ethical choices. The material in this chapter and Chapter 8 helps the reader understand the fundamentals of conflict resolution. Self-assessment activities, strategically placed throughout the text, contribute to increased self-awareness. The themes of trust and motivation (self and others) surface in selected chapters.

**Chapter Learning Activities**

A major goal of this text is to help students develop new behavior patterns. At the end of each chapter are several learning activities that can result in dramatic performance improvement. These activities will help students make the changes they want in their life.

- A carefully designed role-play application exercise. These role plays are very “user-friendly” and are designed to reinforce key chapter concepts.
- A Career Corner learning activity. Through its inviting question-and-answer format, students can obtain answers to important work-related questions.
- Application exercises. A variety of learning activities help students improve and internalize their human relations skills.
- Self-assessment instruments. These online assessments provide multiple opportunities to complete self-assessment activities and then reflect on the results.

**An Effective Teaching and Learning Package**

**FOR INSTRUCTORS:**

- **Online Instructor’s Resource Manual** (Rhonda Brandt, Ozarks Technical Community College). This resource includes detailed teaching notes for each chapter, suggested responses to end-of-chapter questions and exercises, and additional application exercises. This manual is available on the HMTesting and course management platforms (BlackBoard/WebCT).

- **Digital Test Bank** (Tricia Penno, University of Dayton). The Test Bank includes over 500 questions. Each question is identified by its corresponding learning objective, estimated level of difficulty, page number, and question type (knowledge, understanding, or application). This test bank is available on the HMTesting and course management platforms (BlackBoard/WebCT).

- **DVD.** An expanded video program accompanies the text. Each chapter has its own video designed to illustrate the concepts discussed in the chapter by applying the discussion of the text to real-world case examples. The segments are designed to be shown in the classroom to generate discussion. The video guide for instructors can be found on the Instructor Website and course management platforms (BlackBoard/WebCT).
**HM Testing Instructor CD.** This CD-ROM contains electronic Test Bank items. Through a partnership with the Brownstone Research Group, HM Testing—now powered by Diploma®—provides instructors with all the tools they need to create, author/edit, customize, and deliver multiple types of tests. Instructors can import questions directly from the test bank, create their own questions, or edit existing algorithmic questions, all within Diploma’s powerful electronic platform.

**HM Management Space™ Instructor Website.** This text-based instructor website offers valuable resources including basic and premium PowerPoint slides, downloadable Instructor’s Resource Manual files, a video guide, classroom response system content, and much more.

**HM Management Space™ BlackBoard®/WebCT®.** This online course management system, powered by BlackBoard, contains Instructor Resource Manual files, test bank pools, a video guide, classroom response system content, video segments, quizzes, discussion threads, basic and premium PowerPoint slides, audio chapter summaries and quizzes (MP3s), Interactive Skills Self-Assessments, homework, and much more.

**FOR STUDENTS:**

**HM Management Space™ Student Website.** This text-specific student website offers non-passkey-protected content such as ACE practice tests, audio glossary terms, career snapshots, outlines, summaries, glossaries (chapter-based and complete), and much more. Content behind the passkey includes ACE+ quizzes, Flashcards, Interactive Games, Interactive Assessments, and Audio Chapter Reviews.

**The Search for Wisdom**

The search for what is true, right, or lasting has become more difficult because we live in the midst of an information explosion. The Internet is an excellent source of mass information, but it is seldom the source of wisdom. Television often reduces complicated ideas to a sound bite. Books continue to be one of the best sources of knowledge. Many new books, and several classics, were used as references for the Student Achievement Series: Human Relations. A sample of the books we used to prepare this edition follows:

*How Full Is Your Bucket?* by Tom Rath and Donald O. Clifton  
*A Whole New Mind* by Daniel H. Pink  
*Now Discover Your Strengths* by Marcus Buckingham and Donald O. Clifton  
*The Success Principles* by Jack Canfield  
*The Leadership Challenge* by James M. Kouzes and Barry Z. Posner  
*The Sedona Method* by Hale Dwoskin  
*The Art of Happiness* by the Dalai Lama and Howard C. Culter  
*Be Your Own Brand* by David McNally and Karl D. Speak  
*Civility—Manners, Morals, and the Etiquette of Democracy* by Stephen L. Carter  
*Complete Business Etiquette Handbook* by Barbara Pachter and Marjorie Brody  
*Creative Visualization* by Shakti Gawain  
*Do What You Love . . . The Money Will Follow* by Marsha Sinetar
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Shannon, Mary R., Wenatchie Valley College
Shatto, J. Douglas, Muskingum Area Technical College
Smith, Marilee, Kirkwood Community College
Stallings, Camille, Pima Community College
Searns, Lori, Minnesota West Community Technical College
Stewart, Cindy, Des Moines Area Community College
Tavallali, Rahmat O., Wooster Business College
Tavlin, Jane, Delgado Community College
Thakur, V. S., Community College of Rhode Island
Truesdale, Linda, Midlands Technical College
Turner, Wendy Bletz, New River Community College
Wayner, Marc, Hocking Technical College
West, Tom, Des Moines Area Community College
Whipple, Steven, St. Cloud Technical College
Worley, Burl, Allan Hancock College

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