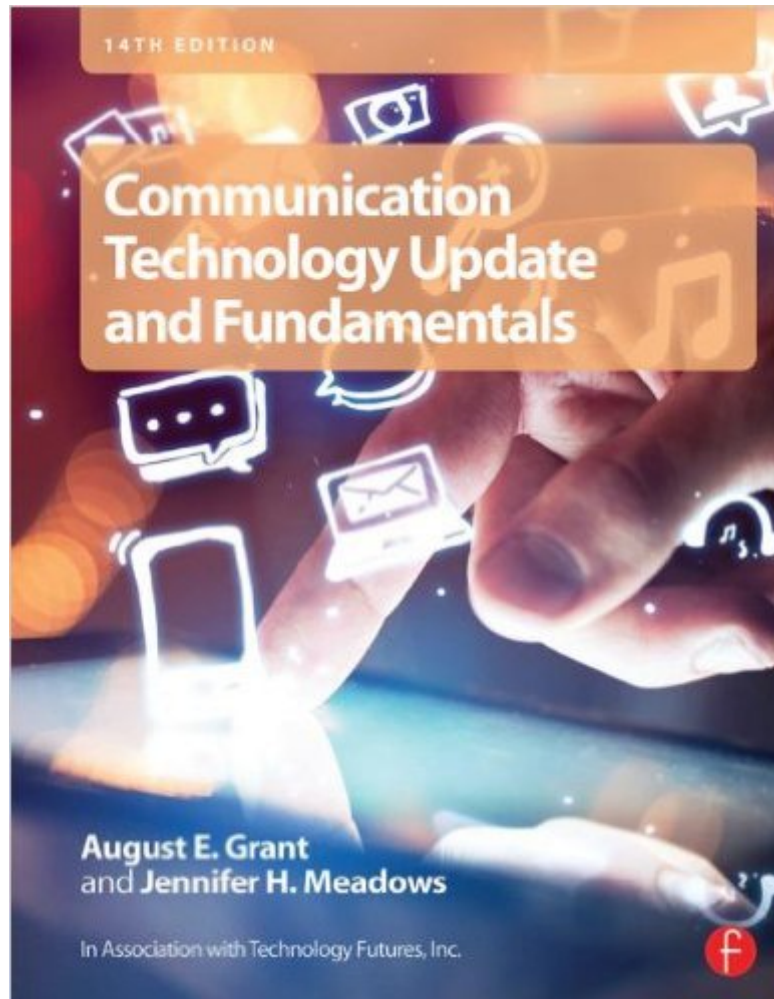


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Communication Technology Update And Fundamentals



Synopsis

A classic now in its 14th edition, Communication Technology Update and Fundamentals is the single best resource for students and professionals looking to brush up on how these technologies have developed, grown, and converged, as well as whatâ€™s in store for the future. It begins by developing the communication technology frameworkâ€”the history, ecosystem, and structureâ€”then delves into each type of technology, including everything from mass media, to computers and consumer electronics, to networking technologies. Each chapter is written by faculty and industry experts who provide snapshots of the state of each individual field, altogether providing a broad overview of the role communication technologies play in our everyday lives. Key features: Gives students and professionals the latest information in all areas of communication technology The companion website offers updated information and useful links to related industry resources, and an instructor site provides a sample syllabus and a test bank This edition features new chapters on automotive telematics, digital health, and telepresence, as well as expanded coverage of tablets/phablets and 4K (ultra high definition television)

Book Information

Paperback: 320 pages

Publisher: Focal Press; 14 edition (June 21, 2014)

Language: English

ISBN-10: 0415732956

ISBN-13: 978-0415732956

Product Dimensions: 10.9 x 8.4 x 0.7 inches

Shipping Weight: 1.7 pounds

Average Customer Review: 3.7 out of 5 starsÂ Â See all reviewsÂ (6 customer reviews)

Best Sellers Rank: #315,814 in Books (See Top 100 in Books) #109 inÂ Books > Crafts, Hobbies & Home > Crafts & Hobbies > Radio Operation #126 inÂ Books > Engineering & Transportation > Engineering > Telecommunications & Sensors > Radio #145 inÂ Books > Textbooks > Communication & Journalism > Journalism

Customer Reviews

The wolf whistle has been replaced by face book. Semaphores replace by telegraph, by phone, by today's "The Twonky (1953)" type iPhone. It used to be good enough to be literate but without an understanding of today's communications and the underlying technology one might as well be blind and dumb. This book is a great overview and place to start. Later it makes a great reference to use

as you encounter (and you will) the different media not only used at the office but at home and soon every walk of life. I have to admit that my favorite chapter is the first as it covers the history of communication and I lived through most of that history. However I use the rest of the book before making purchase decisions. I am amazed how well the book keeps up with common communications. Of course that could be because this is the Twelfth edition and the newer information had been crammed into it. If a thirteenth edition come out there will be newer information however this edition will still have all the fundamentals and history will not have changed that much. It is written for students and has an extensive biographical section. But I find it is useful for anyone that is interested in purchasing or understanding today's communication technology.

I agree with HP, there are no pages and that can make it very difficult with citing from the book. On top of that when I am looking for something I have to guess where the information is. It's confusing and tedious. This kindle version needs to be updated with pages. I don't know if getting the hard cover for rent would be easier or not.

Good overview of the history and varied applications of technology in communication.

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