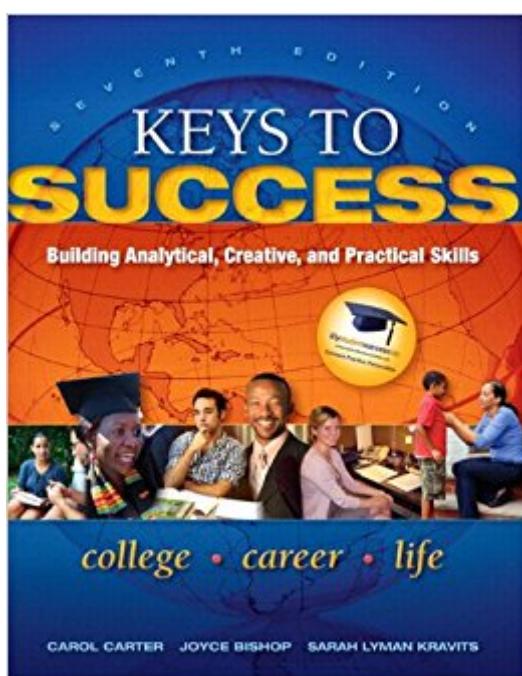


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# Keys To Success: Building Analytical, Creative, And Practical Skills Plus NEW MyStudentSuccessLab Update -- Access Card Package (7th Edition) (Keys Franchise)



## Synopsis

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â œA case study provides an impersonal (thus safer) and specific (thus meaningful) way to discuss student issues.Â These were realistic without being corny, so students can relate.â • â "Shawn Bixler, The University of Akron Â â œI absolutely feel that the textâ ™s â œSuccessful Intelligenceâ • emphasis would be and is beneficial for students.Â I teach mostly non-traditional students and for the most part when they were in high school they wouldâ ™ve never imagined that they would be sitting in a college classroom.Â Most of them were probably told that they werenâ ™t â œcollege materialâ • or that they had a lot of â œpotentialâ • but that they werenâ ™t good â œtest takersâ •.Â I believe that when they hear that it takes more than â œbook smartsâ • to be successful at college and in life it will mean a lot and will go a long way in boosting their confidence so that they can and will become successful students.â • â "Julia Brown, M.Ed., LPC, South Plains College Â â œI believe the career focus is an excellent approach.Â I believe the more effectively freshmen get this in their first year, the better they will be able to understand the important relationship between their course work and the work they will do in their careersâ • â "Julie Stein, California State University, East Bay Â

Carol Carter, Joyce Bishop, and Sarah Kravits Keys to Success: Building Analytical, Creative, and Practical Skills , 7th edition Â œPeople who succeed have something in common that is much more important than high test scores. They have managed to acquire, develop, and apply their analytical, creative, and practical thinking skills. They know how to put them together to reach for their most important goals. In other words, they are successfully intelligent."

--Robert J. Sternberg --Unlock every student's potential to succeed in college, career, and life by challenging them. "It's not just what you know; it's what you know how to do." Students will develop their goal-setting abilities by personalizing best practice • tools and strategies for all topics covered. Keys™ focuses on building analytical, creative, and practical thinking skills. This thinking skills • framework challenges students of all levels to question, evaluate, innovate, relate, and follow through - which is critical in class AND highly valued in a competitive 21st century workplace where one must maximize strengths and bolster weaknesses. When students build the skills that will help them get where they want to go in college and beyond, they will be more motivated to retain and APPLY what they learn. Revision highlights include an Annotated Instructor's Edition, Social Media integration, 21st Century Skills coverage, and much more. For more information about the book including its support package, go to [www.pearsonhighered.com/studentsuccess](http://www.pearsonhighered.com/studentsuccess) Start strong. Finish stronger. [www.MyStudentSuccessLab.com](http://www.MyStudentSuccessLab.com)

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