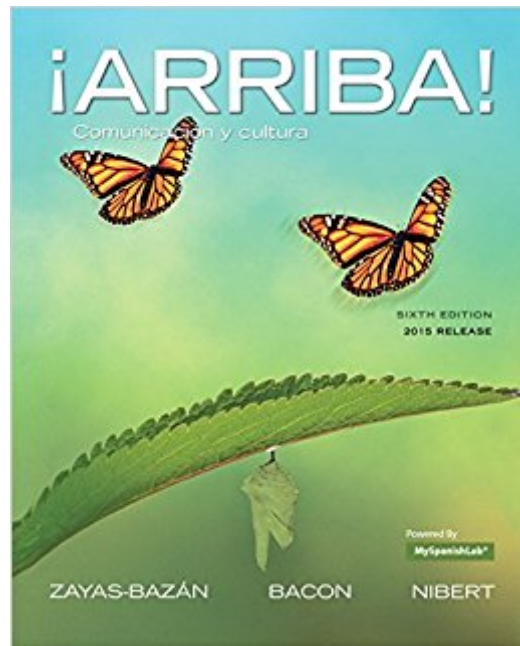




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# ¡Arriba!: Comunicación Y Cultura, 2015 Release (6th Edition)



## Synopsis

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## Book Information

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## Customer Reviews

The January, 2015 release of this best-selling program includes a new, interactive eBook, a new cultural video, online vocabulary tutorials, dynamic study modules, and instant real-time classroom analytics made possible by Learning Catalytics. There are many ways to be a highly successful instructor of Spanish. *¡Arriba!* not only recognizes this fact but it informs an integral aspect of its approach: a rich, complete, and highly flexible communicative language program that provides latitude for individual instructors to teach the course in different ways within a wide variety of academic settings. Each instructor can "speak" in their own voice – their own unique style – and be certain that with *¡Arriba!* students will have a successful and rewarding learning experience. It is hard, if not impossible, to be reductive when talking about a program as rich and complete as *¡Arriba!*, however, if we were to name a second aspect of *¡Arriba!*, now in its Sixth Edition, that has contributed to making it an undisputed best seller, it would be the clarity and strength of its grammar presentations combined with activities that develop cultural insight and strong communication skills. The end result: a supremely solid approach that is easy to use and implement.

Eduardo Zayas-Bazán is a native of Camaguey, Cuba. He holds an M.S. in foreign languages from Kansas State Teachers College, Emporia, KS, and a Doctor en Derecho degree from Universidad Nacional José Martí, Havana, Cuba. He is a Professor Emeritus in Foreign Languages from East Tennessee State University, where he was chair of the Foreign Language Department from 1973 to 1993. Over the course of his distinguished career, Zayas-Bazán has received numerous awards in recognition of his professional achievements and has held noteworthy positions within many organizations dedicated to teaching Spanish. In addition to writing numerous articles in regional and national journals, he is the co-author, co-editor, and translator of seventeen books, including *¡Arriba! Comunicación y cultura* and *Conexiones*, published by Pearson Prentice Hall. *Dr. Susan M. Bacon* (Ph. D. Ohio State University) is Professor Emerita of Spanish at the University

of Cincinnati and former Director of UC International Programs where she promoted and supervised all education abroad for the University. In the Department of Romance Languages she served at various times as Director of the Basic Spanish Program, Undergraduate Director, Graduate Director, and Assistant Department Head. In addition to her administrative duties, she taught Spanish language and culture, teaching methodology, and second-language acquisition. Her research interests include child and adult second-language acquisition, and the processing of authentic input. She is recipient of the prestigious Paul Pimsleur Award for Research in Education. She was Project Director for a four-year grant from the National Endowment for the Humanities in Mexico, and a Fulbright-Robles Scholar in Mexico. She is primary researcher for a considerable number of empirical studies, and has co-authored several elementary and intermediate-level Spanish texts including *¡Arriba! Comunicación y cultura*, *Conexiones*, and *Leyendas del mundo hispano*, all published by Pearson-Prentice Hall.

I don't know how to put it other than this book is absolutely excellent. I have used multiple Spanish courses throughout my education and for the first time I am using one that actually teaches you the ins and outs of the language rather than a bunch of semi useful (or totally useless) phrases. Each chapter focuses on plenty of new vocabulary along with essential grammar points that help you to fully understand the structure of the language. By the end of the first chapter you will be able to start conjugating simple sentences rather than just repeating what is being spoken a tape. Every lesson continues to build on what you have learned so that you can see how everything your being taught applies. The online My Spanish Labs portion is very useful to understanding the material. There are tons and tons of lessons available to test your reading and listening comprehension so that you know you are making progress with your course. Don't waste your time with other programs that just turn you into a parrot that repeats things without actually understanding what it means.

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When I received this book upon initial inspection after opening the shipping box there was damage in that the manufacturing process was incomplete and the first dozen pages were not trimmed properly and folded back in the book (this is what appeared to cause the manufacturing trimming issue). Other than that, the book appears in good condition.

Hola!!!! This book is wonderful, it's expensive like usual textbooks; BUT!!!! The catch is that I'm using it for 2 years instead of just one. That being said it's got great value, and it's full of information and the actual how-to's to go with the why's, so it's easy to understand.

Useless if you're taking the class in school, you need to buy the new book to get the code that needs to be entered in their website for the homework. you can get the code alone, but the price is almost the same if you get it with the new book, which makes the money spent on a used version of this book a complete waste.

Book was used to pass 4 semesters of college Spanish. That being said, if I can do it, anyone can.

Spanish class. This book is useful when learning.

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