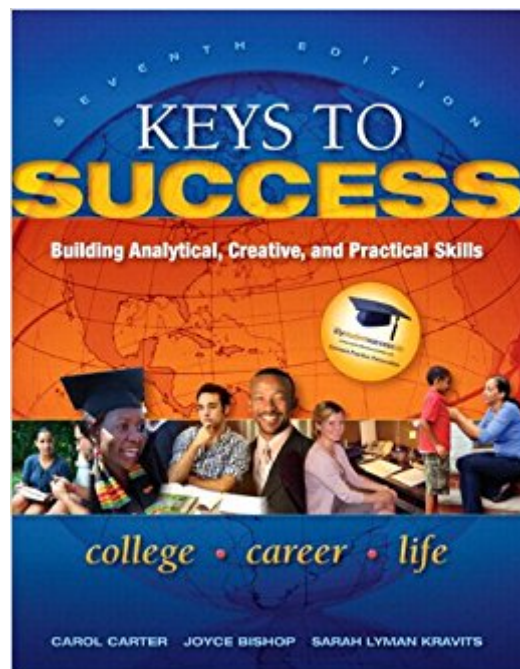




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# Keys To Success: Building Analytical, Creative, And Practical Skills Plus NEW MyStudentSuccessLab Update -- Access Card Package (7th Edition) (Keys Franchise)



## Synopsis

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-- **Keys to Success** unlocks every student's potential to succeed in college, career, and life by challenging them to realize, "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 a 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.

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“A case study provides an impersonal (thus safer) and specific (thus meaningful) way to discuss student issues. These were realistic without being corny, so students can relate.”  
—Shawn Bixler, The University of Akron  
“I absolutely feel that the text’s emphasis would be and is beneficial for students. I teach mostly non-traditional students and for the most part when they were in high school they would’ve never imagined that they would be sitting in a college classroom. Most of them were probably told that they weren’t “college material” or that they had a lot of “potential” but that they weren’t good “test takers.” I believe that when they hear that it takes more than “book smarts” 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.”  
—Julia Brown, M.Ed., LPC, South Plains College  
“I believe the career focus is an excellent approach. 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 careers.”  
—Julie Stein, California State University, East Bay

Carol Carter, Joyce Bishop, and Sarah Kravits [Keys to Success: Building Analytical, Creative, and Practical Skills](#), 7th edition  
“People 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

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