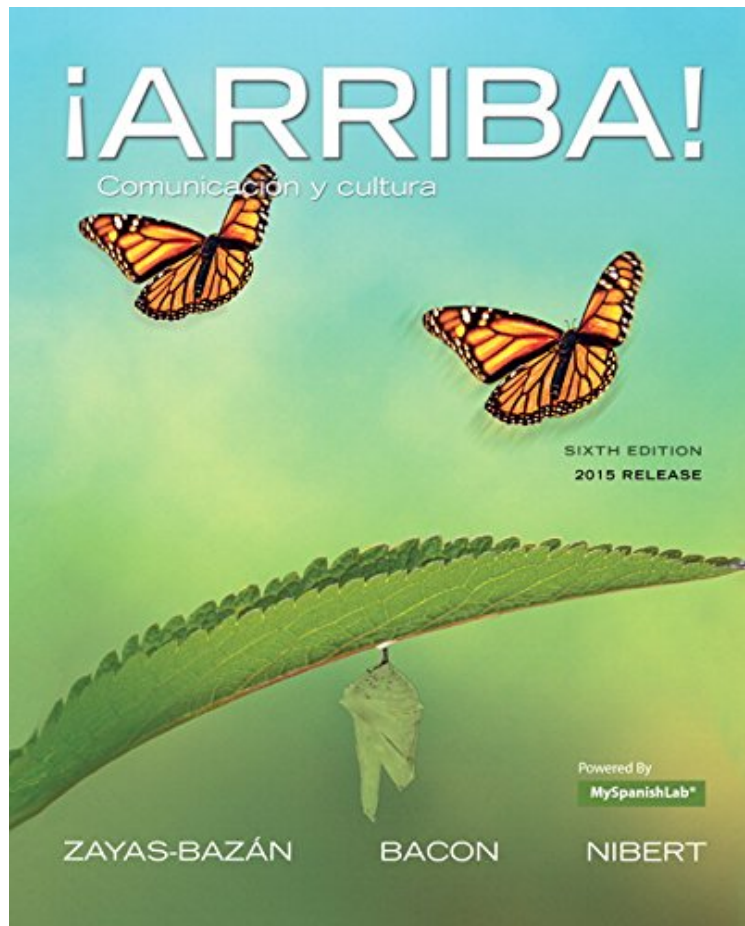


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Arriba!: comunicacin y cultura, 2015 Release (6th Edition)

Eduardo J. Zayas-Bazn, Susan Bacon, Holly J. Nibert
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From the Back Cover 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. About the Author Eduardo Zayas-Bazn 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 Jos Mart, 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-Bazn 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! Comunicacin y cultura and Conexiones, published by Pearson Prentice Hall. 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! Comunicacin y cultura*, *Conexiones*, and *Leyendas del mundo hispano*, all published by Pearson-Prentice Hall. Holly J. Nibert (Ph.D. University of Illinois, Urbana-Champaign) is Associate Professor of Hispanic Linguistics and Director of the Spanish and Portuguese Language Programs at The Ohio State University. Prior to joining Ohio State, Dr. Nibert served as Director of the First-Year Spanish Language Program at Western Michigan University where she was awarded the WMU Distinguished Teaching Award. Niberts research interests include phonology and phonetics, the acquisition of a second-language (L2) sound system, and the principles and practices of L2 classroom instruction, instructor training, and language program direction. She has numerous publications on Spanish intonation and is co-author on *Arriba!* and the recently released intermediate-level program, *Da a da*.