



Cornerstone: Creating Success Through Positive Change (6th Edition)

By Robert M. Sherfield, Patricia G. Moody

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The sixth edition helps students focus on practical strategies for CHANGE. Those who can master change with a positive attitude take calculated risks and maintain an open mind will succeed.

Filled with inspiring stories and powerful activities, this motivating book teaches success through discovery, goal-setting and determination. *Cornerstone* utilizes SQ3R and Bloom's Taxonomy throughout, employing the reading and critical thinking strategies necessary for student achievement. Thoroughly updated, it includes a new chapter on Interpersonal Communication, and now extensively covers Information Literacy. Also provides updated and expanded information on money and debt management and a stronger focus on self-engagement. The chapter on Critical Thinking is brand new, empowering students to advance in the classroom and beyond.

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Cornerstone: Creating Success Through Positive Change (6th Edition) By Robert M. Sherfield, Patricia G. Moody Bibliography

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Editorial Review

Review

"Students will think the text is talking to them personally. It truly is all about them."

--Melanie Deffendal, *Delgado Community College*

"This is an excellent text that addresses the changing needs of students. Bloom's Taxonomy will challenge students to think about why they decided to attend college and what they want to accomplish. Moreover, the Taxonomy can be applied to other classes. Success is linked to positive change."

--Arthur Webb, *Oklahoma State University*

From the Back Cover

“Practical Strategies for Change”

The sixth edition of *Cornerstone: Creating Success Through Positive Change* guides students in adapting practical strategies for change to their own lives Those who can master change with a positive attitude, take calculated risks and maintain an open mind will succeed. Filled with inspiring stories and powerful activities, this motivating book teaches success through discovery, goal-setting and determination. *Cornerstone* incorporates SQ3R and Bloom's Taxonomy throughout, employing focused reading and critical thinking strategies necessary for student achievement.

Tools for Change include :

- **How to Approach Change In Your Life** - Implements change through seven practical steps. (Chapter 1)
- **Self-Responsibility Assessments** - Evaluates students' personal responsibility levels and examines self-defeating behaviors. (Chapters 2 and 3)
- **Success Stickers** - Provides students with a way to tag important information as they study, such as preparing for a test, marking a great quote, or identifying something they find personally relevant. (Back of text)
- **TEN Essential Cornerstones** - Focuses on the ten most important aspects of one's personal and professional life. (Throughout all chapters)
- **Chapter highlights**
 - **Information Literacy** - Applies research to a 5 major step process. (Chapter 5)
 - **Interpersonal Communication** Includes self-disclosure, understanding and getting along with others, and communicating via technology in the digital age. (Chapter 4)
 - **Money Management** — Starts students on a sound fiscal policy program to manage their finances and prosper at all times. (Chapter 11)
- **Thinking for Change** — Teaches process for critical thinking via seven steps that develop students' problem solving abilities. (Chapter 5 and throughout the text)

For more information about the book including its' stellar supplements package, go to www.pearsonhighered.com/studentsuccess

Start strong. Finish stronger.

About the Author

Robert M. Sherfield, Ph.D. has been teaching public speaking, theatre, and student success and working with first-year orientation programs for over 25 years. Currently, he is a professor at the College of Southern Nevada, teaching student success, technical writing, public speaking, and drama.

An award-winning educator, Robb was named **Educator of the Year** at the College of Southern Nevada. He twice received the **Distinguished Teacher of the Year Award** from the University of South Carolina Union, and has received numerous other awards and nominations for outstanding classroom instruction and advisement.

Robb's extensive work with student success programs includes experience with the design and implementation of these programs—including one program that was presented at the International Conference on the First-Year Experience in Newcastle upon Tyne, England. He has conducted faculty development keynotes and workshops at over 350 institutions of higher education across America. He has spoken in 46 states and several foreign countries.

In addition to his co-authorship of *Cornerstone: Opening Doors to Career Success* 2nd edition (Prentice Hall, 2010), he has authored or co-authored *Solving the Professional Development Puzzle: 101 Solutions for Career and Life Planning* (Prentice Hall, 2009), *Cornerstone: Discovering Your Potential, Learning Actively, and Living Well* (Prentice Hall, 2008), *Roadways to Success* (Prentice Hall, 2001), the trade book *365 Things I Learned in College* (Allyn & Bacon, 1996), *Capstone: Succeeding Beyond College* (Prentice Hall, 2001), *Case Studies for the First Year: An Odyssey into Critical Thinking and Problem Solving* (Prentice Hall, 2004), *The Everything® Self-Esteem Book* (Adams Media, 2004), , and *Cornerstone: Building on Your Best for Career Success* (Prentice Hall, 2006).

Robb's interest in student success began with his own first year in college. Low SAT scores and a dismal high school ranking denied him entrance into college. With the help of a success program, Robb was granted entrance into college, and went on to earn five college degrees, including a doctorate. He has always been interested in the social, academic, and cultural development of students, and sees this book as his way to help students enter the world of work and establishing lasting, rewarding careers. Visit www.robertsherfield.com.

Patricia G. Moody, Ph.D. is Dean Emerita of the College of Hospitality, Retail and Sport Management at the University of South Carolina, where she served on the faculty for over 30 years. An award-winning educator, Pat was honored as **Distinguished Educator of the Year** at her college and as **Collegiate Teacher of the Year** by the National Business Education Association. She was also a top-five finalist for the **Amoco Teaching Award** at the University of South Carolina. She received the prestigious **John Robert Gregg Award**, the highest honor in her field of over 100,000 educators.

Pat has co-authored many texts and simulations including: *Solving the Professional Development Puzzle: 101 Solutions for Career and Life Planning* , *Cornerstone: Discovering Your Potential, Learning Actively, and Living Well* , *365 Things I Learned in College*, *Capstone: Succeeding Beyond College*, *Case Studies for the First Year: An Odyssey into Critical Thinking and Problem Solving*, and *Cornerstone: Opening Doors to Career Success* .

A nationally known motivational speaker, consultant, and author, Pat has spoken in most states, has been invited to speak in several foreign countries, and frequently keynotes national and regional conventions. She has presented her signature, motivational keynote address, "*Fly Like an Eagle*" to tens thousands of people, from Olympic athletes to corporate executives to high school students.

As the Dean of her college, Dr. Moody led international trips to build relationships and establish joint research projects in hospitality. Under her direction, faculty members in her college began a landmark study of Chinese Tourists. Pat now travels the country delivering workshops, keynotes, and presentations on topics such as Managing Change, Working in the New Global Community, The Future of the Future, Student

Motivation, and Emotional Intelligence. She also serves as a personal coach for business executives.

Users Review

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