



**Keys to Success: Building Analytical, Creative, and Practical Skills Plus NEW MyStudentSuccessLab 2012 Update -- Access Card Package (7th Edition) (Keys Franchise)**

*Carol J. Carter, Joyce Bishop, Sarah Lyman Kravits*

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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 class AND highly valued in a competitive 21<sup>st</sup> 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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