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Nota di contenuto	Introduction -- Part I. Assertiveness as an educable skill for citizenship and professional betterment -- 1. Assertiveness in Education: A core skill for raising social awareness, communicating effectively, and succeeding in the workplace -- 2. Assertiveness, citizenship, and subjective well-being in higher education students -- 3. Assertiveness and empathy as educable social skills for human development: A challenge for education in the 21st Century -- 4. Long live the people, the people who are alive! -- PART II. Assertiveness in University Students -- 5. Diagnosis of Assertiveness for first-year university Students at an education college -- 6. Development of Assertive Thinking in Analytic Geometry Students at the Faculty of Engineering of

the UAEMex: A Case Stud -- 7. Assertiveness in Higher Education: A Proposal from the Faculty of Philosophy of the Autonomous University of Queretaro -- 8. Assertiveness in university students: Exploration and educational proposal -- PART III. Assertiveness as a core competence in the teaching profession -- 9. Teachers' assertive communication for the inclusive environment's generation -- 10. The Reading Circuit as a Transcultural Foundation for Assertiveness in the Classroom -- 11. Assertiveness: elemental competence in initial teacher training -- 12. Assertiveness in the University Professor Teaching. Results of the Pilot Test -- 13. Assertive Relationship Between Teacher and Student, Starting Point to Build Healthy Interpersonal Relationships -- 14. Reflections on the importance of assertiveness in the educational and pedagogical field and future perspectives.

Sommario/riassunto

This book delves into the crucial role of assertiveness in shaping effective educational and pedagogical strategies. It presents innovative research and practical techniques to empower educators, students, administrators, and institutions to enhance competitiveness in the ever-evolving educational landscape. Using in-depth research, evidence-based analysis and synthesis, and examples for use in the classroom, this book offers tools to navigate the complex landscape of assertiveness in educational contexts. Connie Atristain-Suárez is Director of the Business Science PhD, Professor, and Researcher at the Universidad Panamericana, Mexico City, Mexico. Susana Castaños-Cervantes is Professor and Researcher at the Universidad Panamericana, Mexico City, Mexico.
