



Cengage Advantage Books: Essentials of Public Speaking

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Cengage Learning, 2011. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service!

Summary: Packed with sample speeches illustrating what to do, as well as plenty of examples detailing what not to do this value-priced public speaking text equips you with the essential skills and theories needed to become an effective public speaker.

ESSENTIALS OF PUBLIC SPEAKING delivers abundant practical advice and also offers intriguing discussions on the role of ethics in public speaking as well as up-to-date coverage on effectively using technology in speech development and delivery. A strong emphasis on visual aids includes an insightful, four-color insert detailing how to get the most from your presentation materials. This edition features extended emphasis on critical thinking skills and student activities, as well as practical application of persuasive speaking theory. With ESSENTIALS OF PUBLIC SPEAKING, 5e you also have the option of including a wealth of learning resources like Speech Builder Express 3.0 speech-outlining software, InfoTrac College Edition, sample outlines, and more. It is an invaluable resource at a value price.



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