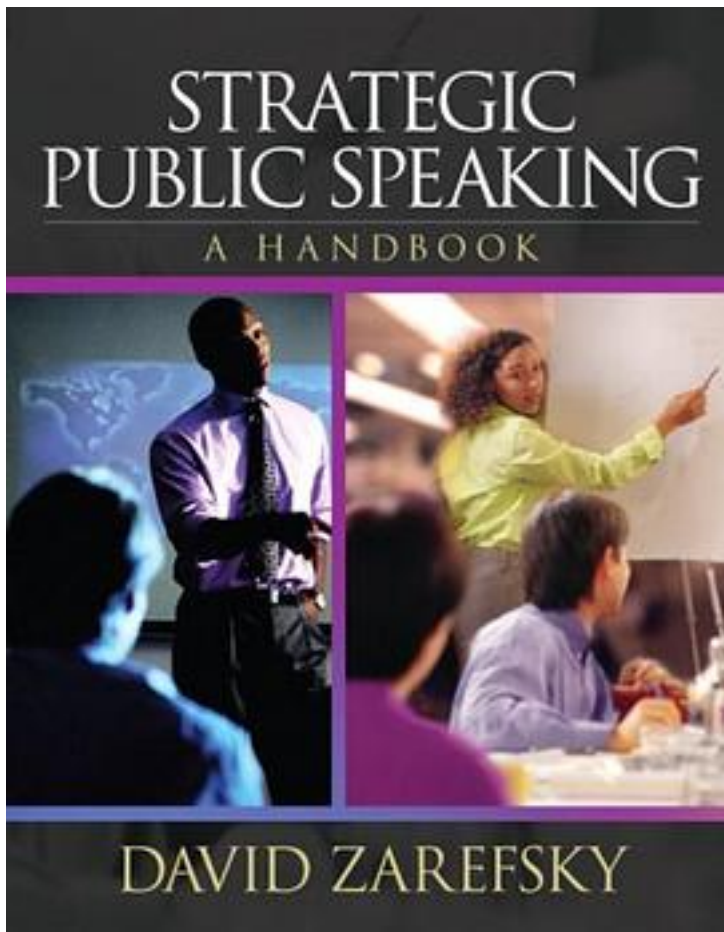


Strategic Public Speaking



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An adaptation of Public Speaking: Strategies for Success 4/e, this handbook format offers the reader a valuable, accessible reference tool to guide them as they learn how to develop and apply strategies to speaking situations they will encounter throughout

their lives. David Zarefsky, one of today's leading scholars in speech communication, encourages the reader to think through and about the public speaking process. Zarefsky urges the reader to consider the diversity of audiences, occasions, and speakers and to choose a specific purpose, a relevant topic, and the appropriate material to make their speeches successful.

作者介绍:

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