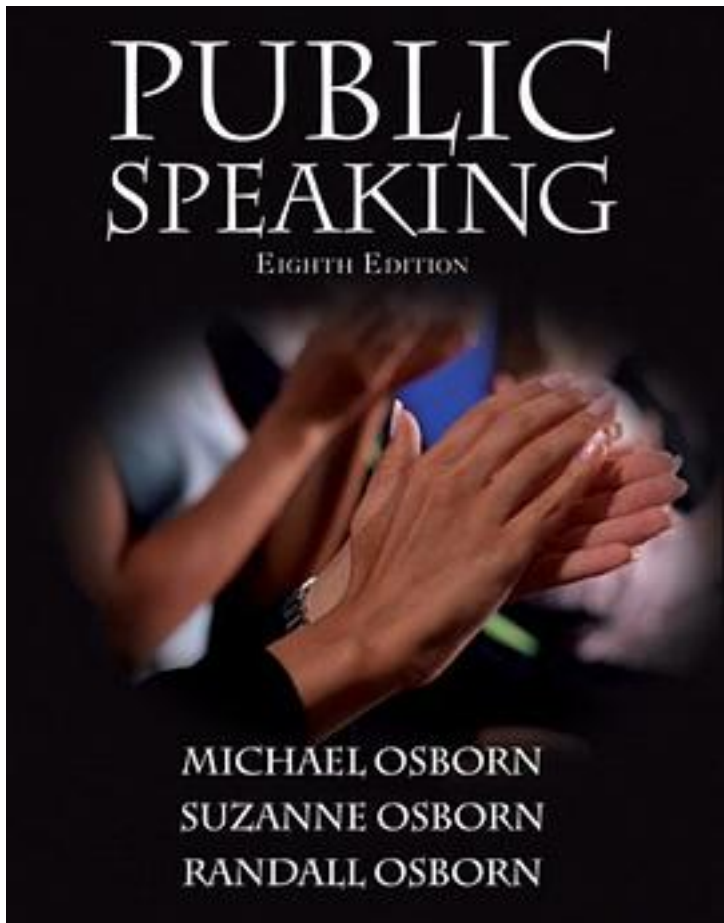


# Public Speaking (8th Edition) (MySpeechLab Series)



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Centered around three core objectives -- helping readers develop vital communication skills, encouraging speaker adaptability to diverse audiences, and sensitizing speakers

to the ethical impact of their words -- Public Speaking offers both practical advice and an understanding of why such advice works. The eighth edition concentrates on greater simplicity, clarity, and accessibility. The book offers a functional approach to informative speaking and emphasizes the ethics of persuasive speaking. These ideas come to life through examples from real, student, and professional speeches, Exploration and Application exercises at the end of each chapter, and a variety of boxed features throughout the book.

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