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Public Speaking: Strategies For Success (7th Edition)



Synopsis

A strategic approach to public speaking Â Public Speaking: Strategies for Success is based on the premise that successful public speaking is strategic. Critical thinking and strategic planning are emphasized throughout the text. David Zarefsky, one of today's leading scholars in speech communication, encourages students to think through and about the public speaking process. Zarefsky urges students 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. Â Because public speaking is situation-specific, the author stresses the integration of theory and practice throughout the text. Students learn how to develop and apply strategies for speaking situations they will encounter throughout the rest of their lives. Â Note: This is the standalone book, if you want the book/access card order the ISBN below: Â 0205943241 / 9780205943241 Public Speaking Plus NEW MyCommunicationLab with eText -- Access Card Package Package consists of 0205857264 / 9780205857265 Public Speaking 0205890857 / 9780205890859 NEW MyCommunicationLab with Pearson eText -- Valuepack Access Card Â

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Customer Reviews

Many public speaking textbooks are available on the market, ranging all the way from classics such as Aristotle's Rhetoric to books that claim to incorporate the newest theory, research, and examples. Why, then, consider a new one? Although public speaking textbooks have certain common elements--they all treat organization and delivery, for example--each also has its own distinguishing features.

David Zarefsky is dean of the School of Speech and professor of communication studies at Northwestern University.

Perfect!!!

For a class where we only used the book a hand full of times, I did not want to spend the money on a new book. I was very happy with the product and it was exactly how it was advertised. 5 stars!

The seller is the best one, I make a mistake and he help me a lot !!! The book was send it perfect ! Thanks a lot !!

Definitely a big booster for me to score than A in my Communications class. Of course, that was probably because it was required of the professor and course to have this book, which make a lot of sense. Not hard concepts to grasp though, even for socially inept folks such as I.

This book is very informative. Enjoyed it a lot.

Liked just changed schools.

As expected. Presented information for my CMM103 class in an understandable way but nothing special about it.

Thank you.

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