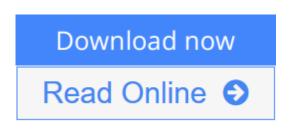


# Public Speaking: Strategies for Success (5th Edition)

By David Zarefsky



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*Public Speaking: Strategies for Success* proposes that at all stages of the public speaking process, people should learn how to develop and apply strategies to speaking situations they 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.

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#### Public Speaking: Strategies for Success (5th Edition) By David Zarefsky Bibliography

- Sales Rank: #203039 in Books
- Published on: 2007-02-16
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.94" h x .81" w x 7.88" l, 1.99 pounds
- Binding: Paperback
- 528 pages

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#### **Editorial Review**

From the Back Cover

Public Speaking: Strategies for Success, 5/e David Zarefsky, Northwestern University ISBN 10: 0205504051 ISBN 13: 9780205504053

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#### New to This Edition:

- Expanded coverage of outlining in Chapter 10 with new examples and organization aids in this area often cited as a common struggle for students.
- Chapter openers have been expanded to include not only a list of objectives for each chapter, but also an opening quotation and an outline, allowing students and instructors to have a quick overview of the material to follow.
- An increased focus on **ethics in public speaking** throughout the text and in a new boxed feature called "A **Question of Ethics,**" which highlights ethical issues students may want to consider as they prepare their own speeches or listen to the speeches of others.
- Chapter 13 and the **"Using the Internet"** features in each chapter have been carefully updated to reflect the **ever-increasing role of information technology**. Special attention is paid to the critical notion of evaluating material available on the Internet.
- A **thoroughly updated photo program** gives students a variety of illustrated examples in which to see others-both professional and non-professional-offering public presentations.

**TECHNOLOGY ADVANTAGE**— **MySpeechLab** is a state-of-the-art, interactive and instructive solution for introductory public speaking. Designed to be used as a supplement to a traditional lecture course, or to completely administer an online course, **MySpeechLab** combines an E-book, multimedia, video clips, speech preparation activities, research support, tests and quizzes to completely engage students.

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