

# The Art of Public Speaking

- by Dale Carnegie

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“the principle of emphasis . . . is followed best, not by remembering particular rules, but by being full of a particular feeling.—C.”

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“To make a word emphatic, deliver it differently from the manner in which the words surrounding it are delivered.”

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“If you have been talking loudly, utter the emphatic word in a concentrated whisper—and you have intense emphasis.”

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