



## Writing Great Speeches: Professional Techniques You Can Use (Part of the Essence of Public Speaking Series)

By Alan M. Perlman

Pearson. Paperback. Book Condition: New. Paperback. 194 pages. Dimensions: 8.3in. x 5.4in. x 0.6in. With endorsements from two of the largest and most influential public speaking groups -- the National Speakers Association and Toastmasters International -- this book is written by an expert speechwriter whose eloquent voice leads readers through the difficult process of writing a great speech. In these pages a seasoned speechwriter reveals his trade secrets - from analyzing the needs of an audience to leaving them with a satisfying sense of closure - as he guides readers through the process of planning, writing, and honing an outstanding speech. Readers will discover effective ways to connect with an audience, explain concepts, and support ideas, learn how to time and cut a speech when necessary. The bottom line When readers have finished this book, they will be well on their way to making their next big speech a big success! Anyone -- from a businessperson to a community member -- who wants to learn the skills necessary to write and deliver a memorable speech. Part of the Essence of Public Speaking Series. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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