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The Essentials of Persuasive Public Speaking

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A collection of short and insightful pointers on the power, potential, and practice of public speaking.

Among the many pieces of expert advice in *The Essentials of Persuasive Public Speaking* is this nugget: "To capture attention, define a problem that keeps listeners up at night." Wyeth may as well be talking about the book itself—for nothing keeps us up at night like the prospect of giving a speech in the morning.

In this portable, brief, and lucid guide to presenting, Wyeth counsels how to calm a thumping heart and reveals techniques on preparation, delivery, and visual aids as he gives you vivid stories and rubber-meets-the-road advice. And he does more than simply ease your dread; he inspires you with historical accounts and incisive observations on the power and purpose of speaking well. From advice on the pitch and pace of your speaking voice to admonishments against squirrel-paw hands and data-crammed PowerPoint slides, Wyeth's pointers will give you the focus and confidence to stand up straight, lean forward, and tell your story well.

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