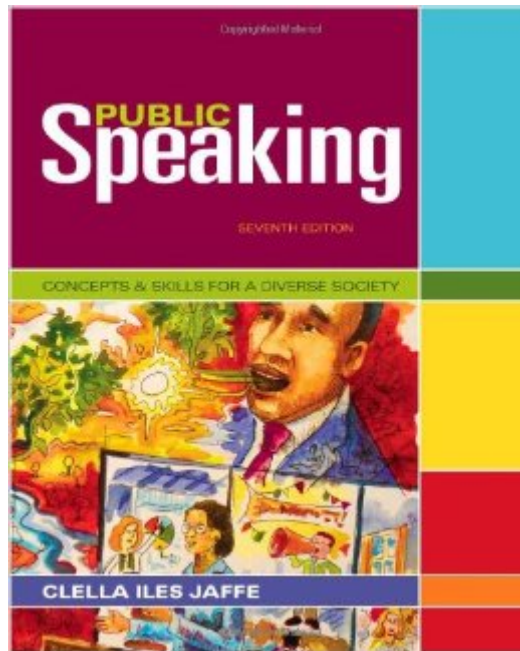


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# Public Speaking: Concepts And Skills For A Diverse Society (Cengage Advantage Books)



## Synopsis

PUBLIC SPEAKING is a culturally informed book that never loses sight of its fundamental purpose: to train students to be effective public speakers and listeners in a world filled with monumental cultural, political, and technological changes. It applies 2,500-year-old principles with up-to-date research into concepts, skills, theories, applications, and critical thinking proficiencies essential for listening and speaking in today's world. Its discussions of classic public speaking topics are all grounded in an awareness of the impact of cultural nuances--ranging from gender differences to co-cultures within the United States to the traditions of other nations. This provides speakers with a heightened awareness of and sensitivity to the audience.

## Book Information

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Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (26 customer reviews)

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## Customer Reviews

I like this book because it gives clear and exact instructions, tips, and examples for many different types of speeches such as informative(research based), eulogies, persuasive speeches. etc.I would recommend this book to anyone who is taking a public speaking course. I have found it to be a useful study guide for me in this class that I'm taking now.

This book focus' on key terms and not content. In short, this could be easily replaced with a dictionary containing only the terms that the book chooses. The content is bland, poorly written and terribly boring.If you're a teacher, department chair, or tenured professor, I strongly urge you to

reconsider employing this book. It's in it's 7th edition and is absolute garbage that's being pushed by Cengage (big shock, right?). There is so little that has changed from the 6th edition in terms of meaningful content. The dates, names, presidents and current events have been changed but it has absolutely no significant content changes in terms of communication delivery. It's a terrible thing when Cengage continues to make millions off of poorly written, bland textbooks that are sold to hundreds of colleges across America. Please, department chairs and professors DO NOT EMPLOY THIS BOOK FOR YOUR CLASSES.

I bought this book used, so I cannot say anything about how good the online service is. The book though is nice; it was very easy to read. It doesn't get too far into esoteric theories of communication that I don't care about. It mainly focuses on actual public speaking, from addressing anxiety to writing/delivering a speech.

This text book is very thorough and contains everything one would need to know about public speaking and then some!! I purchased the text for my online college class.

Book came in good time, in very good condition. No complaints, however, if you'd like to use (or are asked to use) the website that helps you write your speeches, you will have to either buy this book brand new (and probably from the school bookstore) in order for the code to be included, or purchase the code separately--it was over \$25 last I checked. The code is NOT included with a used book, though this had no bearing on my own needs. Thanks for the great book! It saved me over 50 bucks buying it here. :)

Compared to the prices around me this was a great price for this book. except for a few highlighted paragraphs this book was flawless. Would definitely buy from here again.

In the book's defense, I bought this textbook for a college course that I didn't like. It was a great outline to public speaking, but I often turned to Google instead.

Book came in good condition.. Nothing wrong with it! If you need this book I strongly recommend that you just rent it!!

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