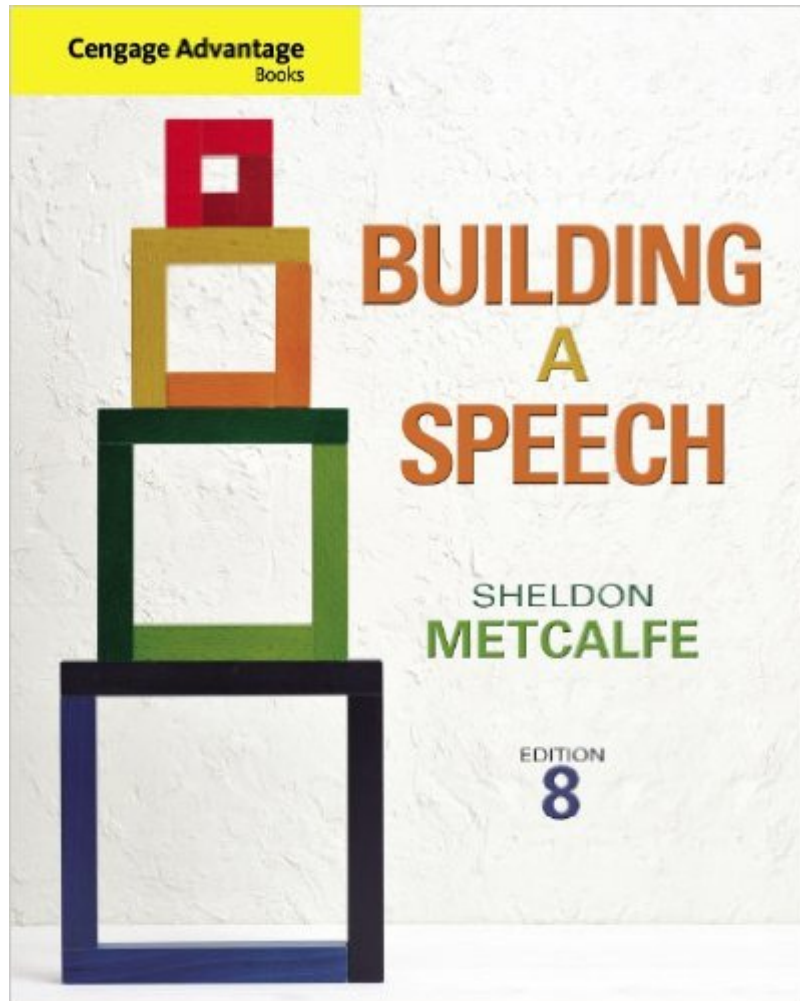


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# Cengage Advantage Books: Building A Speech



## Synopsis

With 19 chapters organized into five units, BUILDING A SPEECH, 8th EDITION guides students through the step-by-step process of developing public speaking skills through observation, peer criticism, personal experience and instructor guidance. Readings and exercises help students draft informative and persuasive speeches and improves their research and speechwriting skills. Topics such as apprehension and listening help students realize that they are not alone in their struggle to find the confidence to speak in public. BUILDING A SPEECH is grounded in the philosophy that students can master the steps of speech construction when provided with a caring environment, clear direction, and creative examples. Plus, this new Eighth Edition of BUILDING A SPEECH -- A Cengage Advantage Book -- continues the tradition of providing proven texts at lower prices. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## Book Information

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#297 in Books > Business & Money > Industries > Media & Communications

## Customer Reviews

I used this for my communications class to learn how to better organize and deliver my speeches.

This book is written incredibly well. It uses several examples from famous speeches. It was nice to

read a textbook that was applicable to the current time period.

This greatly deserves more than five stars. The price is amazingly cheap and the quality of the book I ordered came better than what I expected. It did take a while before it arrived, however it did make it before the due date. So yes. This book really is helping me a lot in how to construct a speech, giving me more info about forming an outline which is a huge help.

I understand that this product was used, but I was very impressed with the quality and how fast it shipped. There were some paragraphs that were highlighted, but nothing really distracted from the contents of the book. The book was very gently used, and the condition was great for a paperback book. I will gladly purchase books from this seller again if I can find any books I will need. :)

Bought this textbook for my Elements of Public Speaking Class and I found it very easy to read and super-informative. It included great analogies and examples, too!

This is a great text that goes in depth to all aspects of speeches. From writing to delivering the perfect speech, this text does it.

This book is laid out in a way for easy reading and outlining each chapter. Assists in writing business speeches.

Very well written and done

Got this book for an intro to public speaking class. I recommend this book to anyone wanting to know the foundation of public speaking.

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