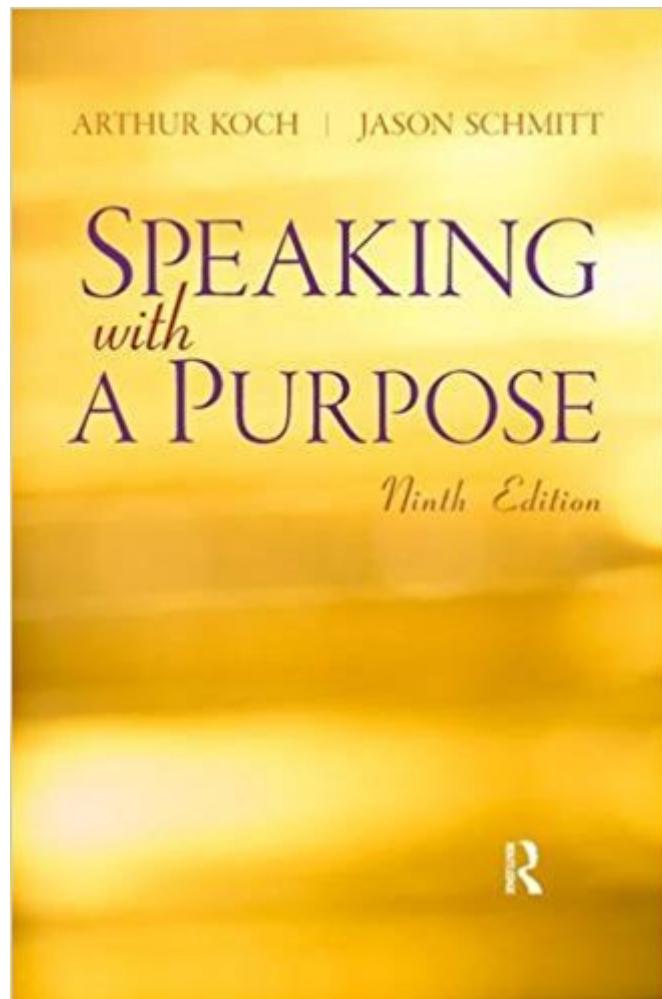


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# Speaking With A Purpose



## **Synopsis**

Effective speechmaking is vital to anyone who needs to get up in front of an audience. From businesspeople, lawyers, politicians, and clergy to committee chairs, teachers, concerned citizens, and storytellers, competent public speaking is vital to the speaker's credibility. **KEY TOPIC:** This brief, step-by-step approach to the speechmaking process allows readers to concentrate on the preparation, practice, and presentation without getting bogged down in theoretical discussion. Topics include: getting started, audience analysis, supporting ideas and material, preparation, delivery, and more. **MARKET:** Ideal for anyone who has to prepare a speech.

## **Book Information**

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## **Customer Reviews**

Pearson seemed to have no proof reader on staff for this book. The text is littered with grammar errors such as periods where there should be colons, missing commas, and serious idiom errors like "all intensive purposes." The examples in the book are childish and poorly selected. This is a very poor choice for a college textbook, and at \$57 for a 130 page (including index) paperback, it borders on robbery. Run of the mill for Pearson these days.

I wasn't expecting for the book to be so beat up. The whole top back cover is cut off and missing. Weird.

The book was in good condition but it seems there was a mix up and i got the instructors edition

instead, luckily my professor doesn't use anything from the quiz or class activity sections of the book in her own curriculum. Other than that though the book was in prime condition and it was a pretty great buy

Got this for one of my kids college courses, saved money and the return was seamless.

Very handy book! Nice and to the point. I've read this book more than once for my public speaking class.

A+

IMHO, the editors/authors had well met their objective as stated in pgxii that "numerous changes had been made in his new edition to ensure its currency and relevancy to students in today's academic environment!". It is concise, yet well furnished with communication theories, point form ideas, jargons, dos and donts. However, as somebody who read voraciously to prepare for his quarterly presentations to a demanding audience of 500+, this book is far from satisfactory. The answers to the exercises and questions in the end of each chapter definitely help. So bad they are only available in an instructor's manual. That make this a good textbook, but not one for common readers and businessmen. For those who happen to read this review with one goal in mind: How to do a good presentation or public speech, please read "Well Said by Darlene Price" and "Presentation SOS by Mark Wiskup" instead of this.

This is a great resource for those wishing to learn and perfect their public speaking and their communication skills generally. It is up to date with information on social media, which is perhaps the most misunderstood yet effective medium available to most people. Perhaps most importantly, the book is easy to understand and the writing is engaging - something not true of many textbooks.

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