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Arthur Koch, Jason Schmitt

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Provides a concise, practical, and step-by-step approach to public speaking

Speaking with a Purpose is designed to help speakers develop the skills they need to prepare and deliver effective speeches. It is based primarily on a traditional public speaking approach combined with up-to-date communication theory. It is intentionally brief in order to give the reader more time to prepare, practice, and present speeches. The step-by-step approach of the book allows students to concentrate on the speechmaking process.

This text is available in a variety of formats — digital and print. Pearson offers its titles on the devices students love through Pearson's MyLab products, CourseSmart, Amazon, and more. To learn more about our programs, pricing options and customization, click the Choices tab.

Learning Goals

Upon completing this book, readers will be able to:

- Understand speech purpose and audience response
- Organize, support, and outline their speeches
- Identify persuasive appeals and fallacies

- Understand and practice ethical public speaking

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