



# Public Speaking: Strategies for Success (7th Edition)

*David Zarefsky*

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# Public Speaking: Strategies for Success (7th Edition)

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*A strategic approach to public speaking*

*Public Speaking: Strategies for Success* is based on the premise that successful public speaking is strategic. Critical thinking and strategic planning are emphasized throughout the text. David Zarefsky, one of today's leading scholars in speech communication, encourages students to think through and about the public speaking process. Zarefsky urges students to consider the diversity of audiences, occasions, and speakers and to choose a specific purpose, a relevant topic, and the appropriate material to make their speeches successful.

Because public speaking is situation-specific, the author stresses the integration of theory and practice throughout the text. Students learn how to develop and apply strategies for speaking situations they will encounter throughout the rest of their lives.

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