

The lost art of the great speech: how to write it, how to deliver it

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Abstrak

"Splashy slides, confident body language, and a lot of eye contact are fine and well. But if a speech is rambling, illogical, or just plain boring, the impact will be lost. Now everyone can learn to give powerful, on-target speeches that capture an audience's attention and drive home a message. The key is not just in the delivery techniques, but in tapping into the power of language. Prepared by an award-winning writer, this authoritative speech-writing guide covers every essential element of a great speech, including outlining and organizing, beginning with a bang, making use of action verbs and vivid nouns, and handling questions from the audience. Plus, the book includes excerpts from some of history's most memorable speeches--eloquent words to contemplate and emulate."