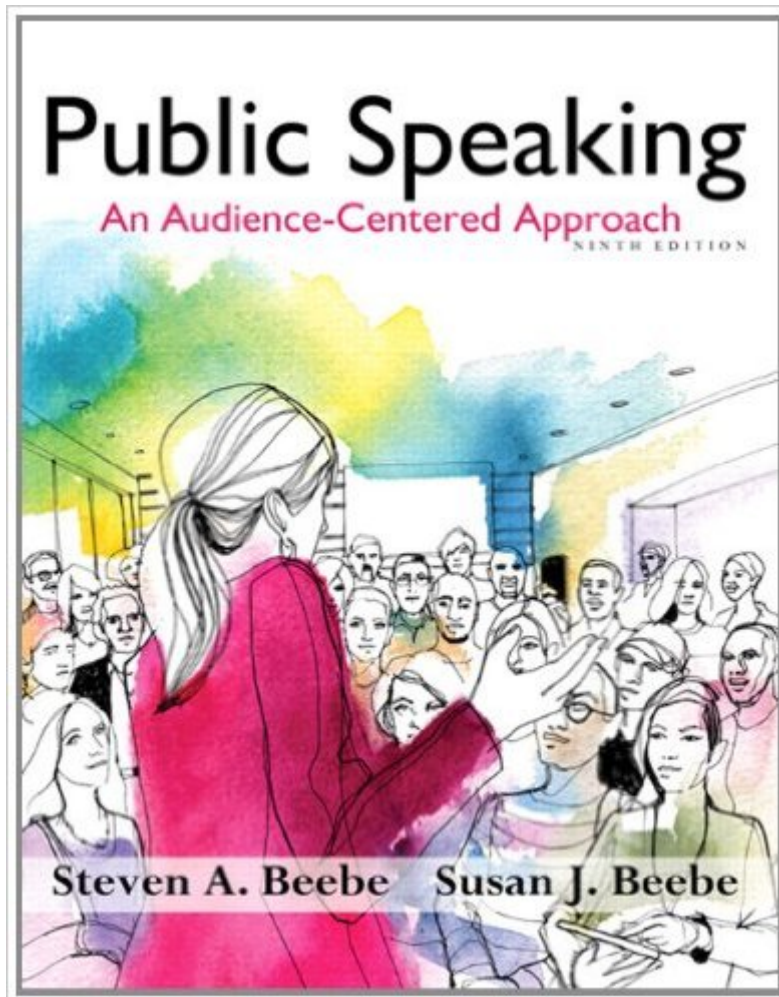


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Public Speaking: An Audience-Centered Approach (9th Edition)



Synopsis

An audience-centered approach to public speaking **Public Speaking: An Audience-Centered Approach**, 9/e brings theory and practice together. Its distinctive and popular approach emphasizes the importance of analyzing and considering the audience at every point in the speech-making process. This model of public speaking is the foundation of the text, and it guides students through the step-by-step process of public speaking, focusing their attention on the dynamics of diverse audiences, and narrowing the gap between the classroom and the real world.

MyCommunicationLab is an integral part of the Beebe/Beebe program. With extensive opportunities for the application of course content, MyCommunicationLab helps students become better speakers and master key public speaking concepts. Interactive videos provide students with the opportunity to watch and evaluate sample speeches. Online self-assessments and pre- and post-tests help students assess their comfort level with public speaking and their knowledge of the material.

MediaShare allows students to post speeches and share them with classmates and instructors.

Teaching and Learning Experience This program will provide a better teaching and learning experienceâ”for you and your students. It:

- **Uses an Audience-Centered Approach:** The audience-centered approach is the hallmark of this top selling text and the authorsâ” approach to public speaking.
- **Provides Material for Supporting First Speeches:** Encourages students facing their first speech assignment by providing an overview of the public speaking process and suggestions for developing and delivering their speech with confidence.
- **Focuses on Skill Development:** Learning Objectives, a Study Guide, Recap boxes and more help students check their understand of key material and focus on important concepts.
- **Personalizes Learning with MyCommunicationLab:** The new MyCommunicationLab delivers proven results in helping students succeed, and provides engaging experiences that personalize learning.

Note: You are purchasing a standalone product; MyCommunicationLab does not come packaged with this content.

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Book Information

Paperback: 432 pages

Publisher: Pearson; 9 edition (February 21, 2014)

Language: English

ISBN-10: 0205914632

ISBN-13: 978-0205914630

Product Dimensions: 8.4 x 0.7 x 10.7 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (110 customer reviews)

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Customer Reviews

This is a really good book. I used it for a college class on public speaking, and I would have been lost without it. It covers things that you always forget to include, and great hints on how to increase your confidence and persuade an audience. For someone like me who was terrified, but no longer is of public speaking, and for those who just need a refresher course, this book is brilliant.

This book is for my class and sincerely just reading it stresses me...having to write a speech when you are not a native speaker is already tough, but to speak in front of native speakers who have to make efforts to understand your accent..Anyway it is too early to rate this book, patience.

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Teacher for high school speech class chose this book. It is actually an older version of curriculum used in college speech class. Suits the needs of the high school speech class taken by my daughter.

Im currently a college student and the latest version of this book is close to 100 dollars but this older edition has the exact same content as the latest, just a different cover. So this really saved me some much needed cash.

I was really excited to see this textbook on . I thought that the textbook publisher finally adopt the ebook format. However, this book is just a pdf wrapped inside an format. That means if you want the text to appear bigger, you have to zoom in and scroll back and forth. And also the Kindle app does not work that great for this book comparing to other apps I have used for reading pdf.

This book is helpful in providing the techniques for overcoming stage-fright, composing your speech, reading your audience, and that's just the beginning. As much as I found this book informative, the real inspiration to find confidence in speaking came from the book Success Secrets of the Motivational Superstars: America's Greatest Speakers Reveal Their Secrets. Through profiling 15 of the most famous motivational speakers that author brings out their keys to finding their message and connecting with their audience.

This did not come with access to the REVEL program as advertised. This makes it useless to me for my college class. It took almost 2 weeks for the seller to respond to me and they told me I had to contact the manufacturer.

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