



The Lost Art of the Great Speech: How to Write One--How to Deliver It

By Richard Dowis

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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.

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Richard Dowis (Waleska, GA) recently retired from his position as senior vice president at the PR firm of Manning, Selvage & Lee. He now leads several popular business-writing seminars and is the president of the Society for the Preservation of English Language and Literature. He has also won PRSA Phoenix Awards for speech and annual report writing. His books include *How to Make Your Writing Reader-Friendly* and (as coauthor) *The Write Way*.

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