



How to Write and Give a Speech: A Practical Guide for Executives, PR People, the Military, Fund-Raisers, Politicians, Educators, and Anyone Who Has to Make Every Word Count

Joan Detz

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This newly updated guide offers sound advice on every aspect of writing and giving an effective speech. Filled with fresh examples and practical tips, this accessible book shows how to improve both the content and delivery of any presentation.

Learn how to:

- Assess an audience
- Research your subject
- Give team presentations
- Speak to international audiences
- Use humor
- Create a memorable style
- Handle copyright issues
- Use PowerPoint and other audio-visuals
- Handle Q&A sessions
- Control nervousness

Updated with brand new sections, this book will help both novices and experts speak with clarity, confidence, and clout.

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