



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

By Joan Detz

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Newly updated for today's technology, this "how-to classic" ([The Washington Post](#)) offers sound advice and tips on every aspect of researching, writing, and delivering an effective speech.

This 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, *How to Write and Give a Speech* will help both novices and experts speak with clarity, confidence, and clout.



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## **Editorial Review**

### Review

“A how-to classic.” *The Washington Post*

### About the Author

**Joan Detz** coaches executives, offers media training, and conducts presentation skills workshops for major corporations. A popular presenter at professional conferences, she also teaches seminars in public speaking and speechwriting. Author of *Can You Say a Few Words?* and *It's Not What You Say, It's How You Say It*, she lives in Bucks County, Pennsylvania.

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