



Public Speaking: Strategies for Success (5th Edition)

By David Zarefsky

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***Public Speaking: Strategies for Success* proposes that at all stages of the public speaking process, people should learn how to develop and apply strategies to speaking situations they encounter throughout their lives.**

David Zarefsky, one of today's leading scholars in speech communication, encourages the reader to think through and about the public speaking process. Zarefsky urges the reader to consider the diversity of audiences, occasions, and speakers and to choose a specific purpose, a relevant topic, and the appropriate material to make their speeches successful.

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Editorial Review

From the Back Cover

Public Speaking: Strategies for Success, 5/e

David Zarefsky, *Northwestern University*

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- **Expanded coverage of outlining** in Chapter 10 with new examples and organization aids in this area often cited as a common struggle for students.
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- An increased focus on **ethics in public speaking** throughout the text and in a new boxed feature called “**A Question of Ethics**,” which highlights ethical issues students may want to consider as they prepare their own speeches or listen to the speeches of others.
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