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Nota di contenuto	Book Cover; Title; Contents; Acknowledgements; Communicating in speech; The audience; Selecting, planning and arranging the material; Starting, carrying-on, and ending; Making notes; Coping with nerves: the credibility problem; Timing and bad timing; Intonation and variety; Non-verbal communication; Arranging the physical environment for a talk; Visual aids; Persuasive advocacy; Question time: leading a group discussion and answering questions; Conclusion; A specialist bibliography; Index
Sommario/riassunto	Effective Speaking provides the hard scientific information about audience psychology, text preparation, presentation methods, voice production, body language and persuasive advocacy which will help would-be speakers improve their performance. The emphasis throughout is on practical self-help, on methods which have been shown to work, with clear explanations of just why they are effective.