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George L. Grice, John F. Skinner, Daniel H. Mansson

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In its **Ninth Edition,** *Mastering Public Speaking* reflects the current twenty-first century realities that have altered our expectations of what a public speech can accomplish, including new media and emerging technologies. At the same time, the authors' basic instructional approach remains focused on the key ingredients of effective speech, including sensitive audience analysis, adequate research, clear organization, and dynamic delivery.

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