



## The Complete Guide to Public Speaking

Jeff Davidson

A comprehensive guidebook on the art of public speaking, ideal for professionals and amateurs alike

Renowned professional public speaker Jeff Davidson provides expert insight and professional advice on public speaking. This definitive guide covers every aspect from preparation and execution to inspiring the audience. Broken into seven sections, this book is a valuable resource for professional and amateur public speakers alike, including subjects such as: identifying and developing a topic; using humor, gestures, and stories in your speech; marketing your speech and speaking capabilities; negotiating speaking contracts; preparation, room check, and atmospheric.

**Jeff Davidson** (Chapel Hill, NC) is a noted public speaker who has given presentations and speeches on a variety of topics. Some of his clients include AOL, American Express, Nortel Networks, Wells Fargo, the IRS, and the National Association of Realtors. He is the author of many successful books including *Marketing Your Consulting and Professional Services, Third Edition* (0-471-13392-2) and *Getting New Clients, Second Edition* (0-471-55528-2), both available from Wiley.

Paper • (0-471-23607-1)  
\$16.95 US / \$26.50 CAN • 352 pp. 6 x 9

All Rights

**BUSINESS**