



The Lost Art of the Great Speech: How to Write One--How to Deliver It

By *Richard Dowis*

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Prepared by an award-winning writer, this authoritative speech-writing guide covers every essential element of a great speech, including outlining and organizing, beginning with a bang, making use of action verbs and vivid nouns, and handling questions from the audience. Plus, the book includes excerpts from some of history's most memorable speeches--eloquent words to contemplate and emulate."

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