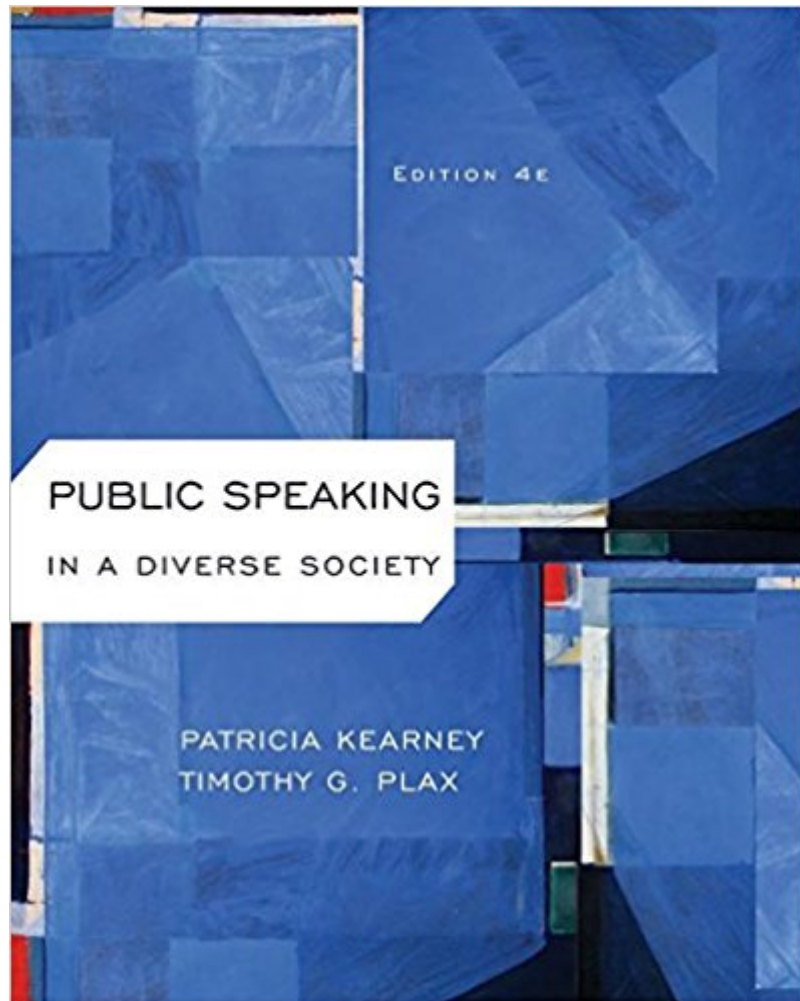




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Public Speaking In Diverse Society



Synopsis

This user-friendly text provides in the most practical way the latest thinking and research about giving a speech.

Book Information

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Customer Reviews

Patricia Kearney (Ed.D., West Virginia University) is a Distinguished Professor of Communication at California State University, Long Beach. Her research and teaching, both theoretical and applied, focus on instructional communication, organizational training, and development. The former Editor of Communication Education, Kearney has written a variety of textbooks and industrial training packages, and she has published more than 100 research articles, chapters, and commissioned research reports and instructional modules. She is listed among the 100 most published scholars and among the top 15 published female scholars in her discipline. Kearney is the Education Director for Ross.Campbell, a Sacramento-based marketing and media production firm specializing in cause-related, social and environmental issues. She teaches courses in business communication, training and development, instructional technology, and interpersonal relationships. Timothy G. Plax (Ph.D., University of Southern California) is a Distinguished Professor of Communication at California State University, Long Beach. Plax is widely published, having authored college-level texts and over 150 professional articles and papers. With 30 years of experience in marketing research and message design, Plax is an authority on social influence and organizational communication. He has done extensive research and consulting on environmental topics including

recycling, waste reduction, and pollution prevention. His clients include the California Air Resources Board, California Integrated Waste Management Board, California Department of Conservation, USA Funds, Sallie Mae, Gear Up, and more. Before joining the faculty at CSULB, Plax served as an internal consultant for The Rockwell International Corporation. Today he regularly teaches courses in organizational communication, social influence, and organizational leadership.

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useful

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