



# Do's and Taboos of Public Speaking: How to Get Those Butterflies Flying in Formation

*Roger E. Axtell*

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## **Do's and Taboos of Public Speaking: How to Get Those Butterflies Flying in Formation** Roger E. Axtell

Develop your powers of public persuasion with the ultimate guide to great speeches and business presentations. Do you get tongue-tied at the mere thought of speaking in public? Would you rather swim with sharks or undergo a tax audit than face an audience? Well, you're not alone. According to the Book of Lists' list of humans' greatest fears, the fear of death is our fourth greatest fear, while fear of public speaking commands a solid first place. Now from Roger E. Axtell, one of America's most accomplished public speakers, here's a book guaranteed to turn even the most stage-shy mumbler into a great communicator. Geared primarily, but not exclusively, for business people, this amusing and informative guide can show you how to possess the powers of public persuasion you've always dreamed of having. Whether it's making a pitch to the board of directors, or prepping the sales force, stating your case to the town council, or being interviewed on live TV, Do's and Taboos of Public Speaking can help you to be an intelligent, articulate, confident, and likable presence in front of any audience you'll ever face.

\* Surefire techniques for controlling fear, preparing for and organizing a business presentation or speech, using body language and humor, getting the most out of audio and audio/visual equipment, speaking in front of the camera, and much, much more

\* Helpful hints from successful business speakers and such greats as Winston Churchill, Lee Iacocca, Red Barber, Roger Ailes, and Charles Osgood

\* Special chapters on humor and roasts, speaking internationally, and even how to become a professional speaker

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