



# Public Speaking: An Audience-Centered Approach (9th Edition)

*Steven A. Beebe, Susan J. Beebe*

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**Public Speaking: An Audience-Centered Approach (9th Edition)** Steven A. Beebe, Susan J. Beebe  
*An audience-centered approach to public speaking*

*Public Speaking: An Audience-Centered Approach, 9/e* brings theory and practice together. Its distinctive and popular approach emphasizes the importance of analyzing and considering the audience at every point in the speech-making process. This model of public speaking is the foundation of the text, and it guides students through the step-by-step process of public speaking, focusing their attention on the dynamics of diverse audiences, and narrowing the gap between the classroom and the real world.

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