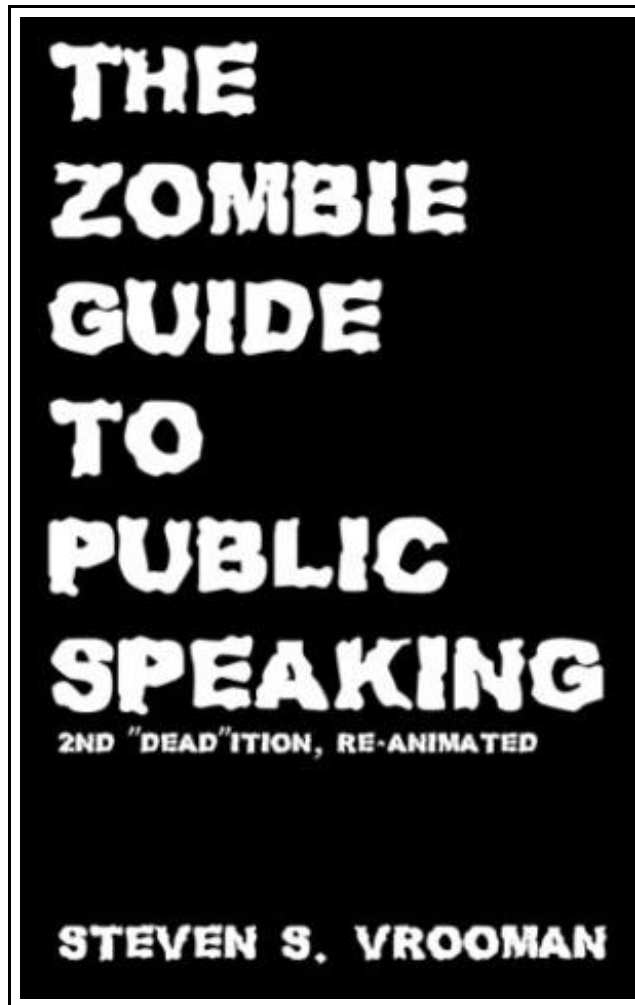


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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.If this book were just a satire, it would grow old pretty quickly: 1.Stumble to the front. 2.Raise your arms. 3.Groooooaaaaannnnn. Instead, this book is a deeply researched investigation into why most public speeches don t really accomplish our goals and what we can do about that. As I was writing it, perhaps because I teach popular culture as well as public speaking, I became somewhat obsessed with the ways that the scary, brainless interaction that passes for speaking is so similar to the scary, brainless zombies in popular culture. You shamble up to the front of the room. The audience groans and shuffles around. Everyone is looking for brains. There are none to be found. All suffer from the living death of boredom and lack of engagement. One of the scary things about zombies is that they look like people, your neighbors, family, colleagues and friends, but they are not. At least one person in most zombie movies will make the mistake of thinking there is still humanity in there and they get chomped for it. This is also what is scary and sad about most speeches. Everyone looks human. But there are no human connections. Our minds disappear into a glaze of Power Point. In most places where we give speeches, we do the same thing. We brainlessly show up to the same places, go through the same motions, use the same kinds of slides, and repeat the things that seem to matter even when they don t. All too often we show up to meetings or events or class, pretending that we are doing a lot of work. And we want our...



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