

Dk Guide To Public Speaking 2nd Edition

Branding for Nonprofits provides the processes, tools, and thinking needed to brand or rebrand. Author DK Holland?a pioneer in the field?helps nonprofits approach the rebranding process with confidence and enthusiasm. Case studies reveal real-life situations in which nonprofits have successfully created branding opportunities out of dilemmas, creating a distinctive, clear identity that furthers their mission. Inspiring and demystifying, this book is the essential tool for nonprofits seeking to communicate their important work in a bold voice. ? Addresses the connection between branding and fund-raising ? There are 1.6 million nonprofits in the United States. Stand out from the crowd!Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. A dynamic, brief public speaking text This concise public speaking guide pairs all the benefits of a brief text with a full-color, highly visual DK design. Based on the innovative, student- and instructor-tested DK Guide to Public Speaking, this compact handbook places a greater focus on "how to" and core skills while maintaining the groundbreaking, illustrative style and effective pedagogical framework. Streamlined chapters with condensed explanations and examples target the basic elements for successful public speaking. Concepts are presented visually and supported by text, allowing students to get an overview at a glance and read on for specifics. Spiral binding, color-coded parts, and cross-referenced charts for the process of public speaking keep the text easy to navigate. Combining concise coverage with dynamic design, DK Speaker provides a lively, pedagogically solid option for any introductory public speaking course. A better teaching and learning experience This program will provide a better teaching and learning experience— for you and your students. Here's how: Personalize Learning-MySpeechLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with education expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking- Chapter headings-in question format-identify specific learning objectives to encourage students to think critically about the material. Each chapter-opening contents section also serves as a list of learning objectives for that chapter. Engage Students-The dynamic, visual design and an abundance of current examples engage students in the text. Apply Ethics-"Practicing Ethics" sections integrated into each part of the speech process. Support Instructors-A full set of supplements, including MySpeechLab, an Instructor's Manual, Test Bank, and PowerPoints, provides instructors with the support they need.

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