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public speaking on how to speak publicly. They study voice, gesture, and the rest but this approach is futile. Instead, the best way to improve is to just do it. In fact, "it is an

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ancient truism that we learn to do by doing." Once you have begun speaking, you can then improve by observing your speeches, fixing the mistakes, and listening to

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understanding and mastering certain basic general principles. You must not only know what to do, but why you're doing it. As far as basic principles are concerned, people are all the same. Yet

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each individual person you meet is different. If you attempted to learn some gimmick to deal successfully with each separate individual you met, you would be face with a hopeless task.

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purpose of this book is to give you knowledge based upon an understanding of human nature: why people act the way they do. The methods presented in this book have been tested on thousands of

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people who have attended my human relations seminars.

They are not just my pet ideas of how you should deal with people, but ideas that have stood the test of how you must deal with people. That is, if you

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want to get along with them and get what you want at the same time. Yes, we all want success and happiness. And the day is long past, if it ever existed, when you could achieve these goals by forcing

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people to give you what you want. And begging is no better, for no one has respect for, or any desire to help, the person who constantly kowtows and literally goes around with his hand out, begging other people

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*well-being more commonly sought through psychiatric treatment, and intrigued by the notion that words can serve as medicine, Bowe set out to discover the origins of speech training—and to learn for himself how to speak better in public. From the*



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