



The Art of Public Speaking (Classic Reprint)

Joseph Berg Esenwein Dale Carnegie

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Things to think of first A FOREWORD The efficiency of a book is like that of a man, in one important respect: its attitude toward its subject is the first source of its power. A book may be full of good ideas well expressed, but if its writer views his subject from the wrong angle even his excellent advice may prove to be ineffective. This book stands or falls by its authors attitude toward its subject. The best way to teach oneself or others to speak effectively in public is to fill the mind with rules, and to set up fixed standards for the interpretation of thought, the utterance of language, the making of gestures, and all the rest, then this book will be limited in value to such stray ideas throughout its pages as may prove helpful to the reader as an effort to enforce a group of principles it must be reckoned a failure, because it is then untrue. It is of some importance, therefore, to those who take up this volume with open mind that they should see clearly at the out-start what is the thought that at once underlies and is builded through this structure. In plain words it is this: Training in public speaking is not a matter of externals primarily; it is not a matter of imitation fundamentally; it is not a matter of conformity to standards at all. Public speaking is public utterance, public issuance, of the man himself; therefore the first thing both in time and in importance is that the man should be and think and feel things that are worthy of being given forth.

(Typographical errors above are due to OCR software and don't occur in the book.)

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