

**HOW TO ATTRACT AND HOLD AN
AUDIENCE: A PRACTICAL
TREATISE ON THE NATURE,
PREPARATION, AND DELIVERY
OF PUBLIC DISCOURSE**

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How to Attract and Hold an Audience: A Practical Treatise on the Nature, Preparation, and Delivery of Public Discourse by J. Berg Esenwein

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J. BERG ESENWEIN

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OF PUBLIC DISCOURSE**

How to Attract and Hold an Audience

A PRACTICAL TREATISE ON THE
NATURE, PREPARATION, AND DE-
LIVERY OF PUBLIC DISCOURSE

BY

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TO MY STUDENTS

WHO MORE THAN ALL OTHERS HAVE BEEN

MY INSTRUCTORS

THIS VOLUME IS AFFECTIONATELY INSCRIBED

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