

Download Ebook The Essential Guide To Rhetoric

The Essential Guide To Rhetoric

Understanding Rhetoric: A Guide to Critical Reading and Argumentation is a composition textbook that outlines three essential skills – rhetoric, argument, and source-based writing – geared towards newcomers and advanced students alike. Though comprehensive in its coverage, the book 's focus is a simple one: how to move beyond a "gut reaction" while reading to an articulation of what is effective and what is not, while explicitly answering the most important question of "Why?" This text gets at this central concern in two fundamental ways. First, the text teaches composition as a cumulative

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process, coaching you how to question, challenge, and expand on not just the readings you hold in your hands, but also how to interrogate the internal processes of writing and thinking. The book's blend of composition methods detail the cross-point of product and process to turn reading and writing from a matter of coming up with answers to questions to learning what type of questions need to be asked in the first place. The "right" questions, the text argues, are fundamentally rhetorical in nature. Second, the content of the practice-based chapters is framed into a larger mesh of intellectual history to show how the writing and thinking you are doing today is continuous with a long history of writing instruction that goes back to

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the ancient world. This book provides equal representation from classical and contemporary theory with the recognition that theory cannot be fully grasped without practice, and practice cannot be fully understood without its theoretical antecedent. After all, you can ' t write "outside the box" until you know where the box is and what it looks like.

The Essential Guide to Rhetoric is a useful tool for students who need a brief, topical introduction to the field of rhetoric. This concise book covers both classic and modern rhetorical theory for students and professors who want to gain a further understanding of rhetoric and its practical applications. This guide provides an easy-to-read, jargon-free look at rhetorical theory

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and how it can be used to supplement an education in communication and public speaking. This guide and other guides in the Essential Guide series were developed to complement a wide variety of communication texts and course needs, offering instructors flexible options to add additional content or emphasis areas to their courses. The Essential Guides can be purchased on their own, packaged at a discount with other Bedford/St. Martin's texts, or used as part of a custom option.

Covers the writing process, the structure of essays, exposition, sentences, diction, description, narration, and punctuation

How to Have Great Meetings

The Essential Guide to Visual

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Communication

Dispelling Common Leadership Myths
The Essential Guide to Building and Sustaining Mental Toughness

Amazing Dinosaur Facts, Photos, Quiz and More

Serving Your Audience with Faith, Skill, and Virtue

Whether you're composing a letter, writing a school thesis, or starting a novel, The Oxford Essential Guide to Writing offers expert advice on how to think more creatively, how to conjure up ideas from scratch, and how to express those ideas clearly and elegantly. No matter where you find yourself in the writing process - from the daunting

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blank page to the rough draft that needs shaping to the small but important questions of punctuation - you'll find what you need in this one handy, all-inclusive volume.

"Mission" has become, for many North American Christians, an ambiguous and often uncomfortable term. To many it brings to mind a past in which western culture was identified with the gospel in missionary practice and programs. Distressed with this history and uncertain about how to overcome it, many prefer to ignore the New Testament mandate that the church must

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be in mission if it is to be the church. Others swing the other way, declaring that everything the church does is mission, depriving the idea of mission of its power to define those specific actions of God which proclaim the gospel and build God's kingdom. "The church exists by missions, just as fire exists by burning." With these words of Emil Brunner, the author reminds us that to be the church is to be in mission. After describing the various "captivities of mission" which plague North American Christianity, the author argues for a robust and engaged

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practice of mission, beginning in congregations and extending to the broader community.

A Speaker's Guidebook is the most successful public speaking book in over a decade and the best resource for students both in and outside the classroom.

Praised for connecting with students and addressing their most pressing needs, it is the easiest-to-use public speaking text available and the text that students keep. This tabbed, comb-bound text covers all topics taught in the introduction to public speaking course. In addition, A Speaker's Guidebook offers coverage that's useful for

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a lifetime of public speaking with unparalleled treatment of speaking in other courses and on the job. Now for instructors who teach with a focus on rhetoric and persuasion, we are proud to offer an additional version of the text. A Speaker's Guidebook with The Essential Guide to Rhetoric includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory — from the classical to the contemporary — and its practical applications. Speak Up 2nd Ed + the Essential Guide to Rhetoric Understanding Rhetoric

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A Writer's Guide to Meeting a Deadline

A Speaker's Guidebook / The Essential Guide to Rhetoric Speaker's Guidebook with the Essential Guide to Rhetoric 5e & Videocentral for a Student's Guidebook 5e (Access Card)

An Essential Guide to

Interpersonal Communication

In *The Art of Rhetoric*, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like ethos,

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pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture. Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and

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celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

The Ultimate Dinosaur Book for Kids Welcome to the exciting world of dinosaurs! In this colourful dinosaur book, best-selling non-fiction author Jenny Kellett, has compiled only the very best dinosaur facts illustrated with detailed color images of some of the biggest and most fascinating creatures to roam our planet. From Tyrannosaurus-Rex and Avaceratops to Camarasaurus and the Gastonia dinosaur, discover more about your

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favourite dinosaurs. Test your dinosaur knowledge, or challenge your friends, in the ultimate dinosaur quiz. Dinosaur Book Sample Learn these unbelievable dinosaur facts and more: Most dinosaurs were herbivores, meaning they only ate plants. The T-Rex is known for it's small arms, but proportionately, the Canotaurus had smaller arms! The Anchiornis was one of the smallest dinosaurs, which was not much larger than a pigeon. You'll find these dinosaur facts and many more in this illustrated dinosaur book. With 20+ details dinosaur pictures, even early

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readers will enjoy The Ultimate Dinosaur Book for Kids- as well as adults! Perfect for teaching children to read, while letting them learn about the fascinating world of dinosaurs -The Ultimate Dinosaur Book for Kids is ideal for long car journeys and bedtime reading. Scroll up and click Buy Now and help your child become a dinosaur fact expert in no time!

"A Speaker's Guidebook with The Essential Guide to Rhetoric" includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory -- from the classical to the contemporary --

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and its practical applications.

The Essential Guide to Online Marketing

A PDF-style e-book

A Guide to Rhetorical Devices for Contemporary Writers

Media Essentials + Essential Guide to Intercultural

Communication + Essential

Guide to Group Communication+ Essential Guide to Interpersonal

Communication + Essential Guide to Rhetoric

The Art Of Rhetoric

A Pocket Guide to Public

Speaking / The Essential Guide to Rhetoric

A Speaker's Guidebook is the best resource in the classroom, on the job,

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and in the community. Praised for connecting with students who use and keep it year after year, this tabbed, comb-bound text covers all the topics typically taught in the introductory course and is the easiest-to-use public speaking text available. In every edition, hundreds of instructors have helped us focus on the fundamental challenges of the public speaking classroom. Improving on this tradition, the fifth edition does even more to address these challenges with stronger coverage of overcoming speech anxiety, organizing and outlining, and more. And as the realities of public speaking change, so does *A Speaker's Guidebook*; the new edition also focuses on presentational speaking in a digital world — from finding credible sources online to delivering presentations in a variety of

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mediated formats. Read the preface. "Mental toughness is the natural or developed psychological edge that results from a collection of skills, attributes, values, emotions, and behaviors that allow people to overcome any obstacle, adversity, or pressure as well as deal with the general day-to-day demands (lifestyle, training, competition) placed upon them and still remain consistent, focused, confident, and motivated to achieve their goals."Fortitude is a guide for high performing athletes and business professionals on understanding mental toughness, how to build and sustain it over time. Kate Allgood built her business helping individuals like you learn what it takes to perform under pressure. In this book you'll discover: - What you need to know to build real and long lasting

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confidence- How to improve the ability to focus and refocus - The power of mindfulness- How to build motivation in yourself and others - And much, much, more! "Kate is a force in the sports business and with her new book she brings the best insight directly to your field of play." Jeremy M. Evans, Founder of and Managing Attorney at California Sports Lawyer(R) "If you want to step up your game, your business or just kill it in life, Fortitude is an easy to read guide to do it."- Majo Orellana - Pro Athlete, Coach and Entrepreneur

A Speaker's Guidebook with The Essential Guide to Rhetoric includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory — from the classical to the contemporary — and its practical applications.

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The Duh! Book of Management and Supervision

Fortitude

Building Great Relationships with Faith, Skill, and Virtue in the Age of Social Media

Writing with Clarity and Style

The Ultimate Dinosaur Book for Kids

The New Oxford Guide to Writing

Communication expert and popular speaker Quentin

Schultze offers a practical, accessible, and inspiring guide to public speaking, showing readers how to serve their audiences with faith, skill, and virtue. This thoroughly rewritten and expanded four-color edition has been tested and revised with input from Christian undergraduates and contains

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new chapters on timely topics, such as speaking for video, conducting group presentations, and engaging society civilly. A complete public speaking textbook for Christian universities, it includes helpful sidebars, tips, and appendixes. Additional resources for students and professors are available through Textbook eSources.

Media literacy educator Nick Pernisco's new book, *Practical Media Literacy: An essential guide to the critical thinking skills for our digital world*, is the perfect introduction to media literacy for young adults, teachers, and parents. Pernisco

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has distilled his years of teaching experience into a practical guide for learning the most crucial skills needed to be a digital citizen in the 21st century. This is a must-read for anyone interested in learning how to interpret the enormous amounts of information we are exposed to everyday, both in traditional media and online. The book includes an introduction to media and media literacy, explaining what media is, how it affects us, and why we should pay close attention to it. The reader is then presented with a framework that can be used to analyze any type of media. Once the basics are thoroughly

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explained, the book focuses on individual types of media and specific methods for analyzing each type. Readers will learn to analyze and think critically about movies, television, music, social media, advertising, news, video games, and more. Each section contains relevant exercises to help readers better understand the impact each type of media has on their lives. These exercises can be completed alone, or may be used as lesson plans in a classroom setting. This 2nd edition builds on the strengths of the previous version. * A stronger focus on the learner. The book explains media literacy from its most

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basic elements to some sophisticated topics of interest for all ages. This makes the book a perfect textbook for any K-12 classroom. * Expanded information on more types of media. Movies, TV, advertising, photography, social media, music, news, and video games each get their own chapter, each illustrating details about how to analyze each type of media and numerous activities that may be used as lesson plans. This book is perfect as a textbook for a course on media literacy, an introductory course about media, any class that uses media (tv, movies, music, the web) to convey information, forat home

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use by parents, and for curious minds trying to better understand their world.

The Essential Guide to Visual Communication is a concise introduction to the evolution, theory, and principles of visual communication in contemporary society. This guide helps students develop the skills they need to become critical consumers of visual media by examining images through the lens of visual rhetoric. Students see how images influence and persuade audiences, and how iconic images can be repurposed to communicate particular messages. Images selected and discussed throughout the text

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highlight examples of visual communication from earlier generations and the current digital environment that students encounter in their everyday lives.

A Guide to Critical Reading and Argumentation

A Text and Reference

The Oxford Essential Guide to Writing

How to Write a Book in a Week

A Lean Coffee Book

Know Your Values and Frame the Debate

ÊIf my present reader happens to be a Boy Scout or a scout-master who wants the scouts to build a tower for exhibition purposes, he can do so by following the directions here given, but if there is real necessity for haste in the

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erection of this tower, of course we cannot build one as tall as we might where we have more time. With a small tower all the joints may be quickly lashed together with strong, heavy twine, rope, or even wire; and in the wilderness it will probably be necessary to bind the joints with pliable roots, or cordage made of bark or withes; but as this is not a book on woodcraft we will suppose that the reader has secured the proper material for fastening the joints of the frame of this signal-tower and he must now shoulder his axe and go to the woods in order to secure the necessary timber. First let him cut eight straight polesÑthat is, as straight as he can find them. These poles should be about four and one half inches in diameter at their

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base and sixteen and one half feet long. After all the branches are trimmed off the poles, cut four more sticks each nine feet long and two and a half or three inches in diameter at the base; when these are trimmed into shape one will need twenty six or seven more stout sticks each four and one half feet long for braces and for flooring for the platform.

Virtually every human endeavor involves interpersonal communication. Leading Christian scholar and media commentator Quentin Schultze and respected professor of communication Diane Badzinski offer a solid Christian perspective on the topic, helping readers communicate with faith, skill, and virtue in their interpersonal relationships. Designed as a companion

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to Schultze's successful *An Essential Guide to Public Speaking*, this inviting book provides biblical wisdom on critical areas of interpersonal communication: gratitude, listening, self-assessment, forgiveness, trust, encouragement, peace, and fidelity. Given the rapid rise and widespread use of social media, the book also integrates intriguing insights from the latest research on the influence of social media on interpersonal relationships. It includes engaging stories and numerous sidebars featuring practical lists, definitions, illustrations, and biblical insights.

Meetings don't need to be terrible. They can be the best place for us to connect with the people we work with and do great things. This book presents

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the Lean Coffee method which has since its inception in 2009 spread across the globe to radically shift the way people meet with each other. Your Essential Guide to Clear, Critical Thought

An Introductory Guide to the Art of Persuasion in and of the New Testament

Redeeming the Worst Part of Relationships

A Speaker's Guidebook

The Essential Guide to Rhetoric Text and Reference 2009 MLA Update

Conflict in relationships is inevitable. Like electricity, it can turn on a light, power change, or burn down the house. Over the past 30 years, Keith R Wilson has worked with thousands of

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people in his psychotherapy practice. They've all had problems with conflict. Either they stuff their feelings, or they're outwardly angry, or they alternate between the two. However, he believes that conflict can signify the beginning of a real bond, not the end, provided that it's well regulated. With disarming humor and refreshing directness, the author shows how you can manage your conflicts. You'll be a better person and build better relationships if you do. Don't Think of An Elephant is the antidote to decades of conservative strategising and the

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right's stranglehold on political dialogue. More specifically, it is the definitive handbook for understanding and communicating effectively about key social and political issues. George Lakoff explains in detail exactly how the right has managed to co-opt traditional values in order to popularise its political agenda. He also provides examples of how the centre-left can address the community's core values and re-frame political debate to establish a civil discourse that reinforces progressive positions. Don't Think of An Elephant provides a compelling linguistic

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analysis of political campaigning. But, more importantly, it demonstrates that real political values and ideas must provide the foundation for political progress by the centre-left.

Have you always wanted to write a book but, just never get around to it? Do you lack confidence in yourself as a writer? Need inspiration? How to Write a Book in a Week (A Writer's Guide to Meeting a Deadline) is the answer to all of these questions and more.

Don't Think of an Elephant!

Constructive Conflict

Shelters, Shacks and Shanties

The Little Blue Book

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An Essential Guide

A Speaker's Guidebook with the Essential Guide to Rhetoric & Launchpad Six Month Access

This is a book about thinking. Engaging and down-to-earth, it captures the habits and practices that are fundamental to clear thinking and effective study. In his warm and friendly style, Tom Chatfield shows you how to: Identify and examine your biases Engage in lively, curious skepticism See the value in emotion and use rhetoric persuasively

Know when to say 'I don't know' Construct reasoned arguments and explanations Think critically about how you engage with technology. Short and punchy, the book views critical thinking as a skill to be continually practiced and developed. It equips you with a toolkit for clearer thinking, describing ten key concepts that help you to apply what you have learned. Including regular reflective exercises, key concepts, further readings, each

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chapter also offers recommendations for how to put the ideas it discusses into practice. This book is for undergraduate students and anyone looking to understand the core ideas behind critical thinking. Celebrating both self-reflection and collaboration, this book empowers you to pause, think twice and, above all, think well.

Writing with Clarity and Style, 2nd Edition, will help you to improve your writing dramatically. The

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book shows you how to use dozens of classical rhetorical devices to bring power, clarity, and effectiveness to your writing. You will also learn about writing styles, authorial personas, and sentence syntax as tools to make your writing interesting and persuasive. If you want to improve the appeal and persuasion of your speeches, this is also the book for you. From strategic techniques for keeping your readers engaged as you change

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focus, down to the choice of just the right words and phrases for maximum impact, this book will help you develop a flexible, adaptable style for all the audiences you need to address. Each chapter now includes these sections: Style Check, discussing many elements of style, including some enhanced and revised sections Define Your Terms, asking students to use their own words and examples in their definitions. It's in the

Cloud, directing students to the Web to locate and respond to various rhetorically focused items, including biographies and speeches. Salt and Pepper, spicing up the study of rhetoric by stretching students' thinking about how their writing can be improved, sometimes by attending to details such as punctuation, and sometimes by exploring the use of unusual techniques such as stylistic fragments.

Review Questions, providing an end-of-chapter quiz to help cement the chapter ideas in long-term memory. Questions for Thought and Discussion, a set of questions designed for either in-class discussion or personal response. New to the Second Edition Additional examples of each device, including from world personalities and the captains of industry More and longer exercises, with a range of difficulty Advice from classical

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rhetoricians including Aristotle, Horace, Longinus, Cicero, and Quintilian.

Witherington provides a much-needed introduction to the ancient art of persuasion and its use within the various New Testament documents. More than just an exploration of the use of the ancient rhetorical tools and devices, this guide introduces the reader to all that went into convincing an audience about some subject.

Witherington makes the case that rhetorical criticism is a more fruitful approach to the NT epistles than the oft-employed approaches of literary and discourse criticism. Familiarity with the art of rhetoric also helps the reader explore non-epistolary genres. In addition to the general introduction to rhetorical criticism, the book guides readers through the many and varied uses of rhetoric in most NT documents-not only telling readers about

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rhetoric in the NT, but showing them the way it was employed. This brief guide book is intended to provide the reader with an entrance into understanding the rhetorical analysis of various parts of the NT, the value such studies bring for understanding what is being proclaimed and defended in the NT, and how Christ is presented in ways that would be considered persuasive in antiquity. - from the introduction
Real Communication +

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**Essential Guide to
Rhetoric
Selling Your Company
with Intention and
Purpose
New Testament Rhetoric**

**Rhetoric in Civic Life
Mission**

Provides guidelines for United States Democrats to connect moral values to important policies, using practical tactics to guide political discourse away from extreme positions.

Gaining an understanding of rhetorical theory and its practical applications is a critical component to effective and competent communication. The Essential Guide

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to Rhetoric provides an accessible and balanced overview of the core historical and contemporary theories. It uses concrete, relevant examples and jargon-free language to bring these concepts to life. The guide helps students move from concept to action with discussions of invention, the traditions of trope, argument and speech, among others. This handy guide is an excellent addition to the public speaking class, extending and deepening crucial concepts, and an indispensable supplement to the rhetorical theory class.

"Media Essentials" is a new kind of introductory text. It's built to help students focus on the fundamentals, so that no matter how the media

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evolves, students can understand what's really going on. Brought to you by best-selling authors Richard Campbell, Christopher R. Martin, and Bettina Fabos, the book distills the essential information on media industries and major concepts, incorporates the authors' accessible critical approach, and gives students all the study tools they need to succeed in the course and to be savvy consumers. And all of this in a brief, attractive format -- for a very attractive price.

How to Think

A Speaker's Guidebook with the
Essential Guide to Rhetoric 5e &
Speechclass

A Speaker's Guidebook with The

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EMarketing

The Essential Guide to Thinking and Talking Democratic

An Essential Guide to the Critical Thinking Skills for Our Digital World

A Speaker's Guidebook with The Essential Guide to RhetoricMacmillan

Managerial styles are influenced by habit, familiarity, and workplace culture. It's no wonder that well-intentioned professionals doing their best to be good organizational leaders often repeat unhelpful supervisory practices experienced in their early

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careers, even if they disliked them at the time. In the DUH! Book of Management and Supervision, the author disagrees with many accepted leadership principles (unabashedly referring to them as myths) and makes new and different approaches easier to imagine. Her challenging and controversial concepts illustrated with poignant stories suggest common-sense and immediately applicable alternatives more suitable in today's workplace.

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On Purpose, Selling Your Company With Intention And Purpose! was written as a guide for the small business owner to understand the steps involved in the process of selling a company for maximum value. Most business owners will only sell a company once or twice in a lifetime making them inexperienced at best. Hiring a business broker is one of the last steps you'll take in selling your company. I wrote this book so you can better understand the steps you need to take to

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begin the process of selling a company and maximize the value for all parties. I pull back the curtain and shed light on important aspects of selling that most buyers don't understand until it's too late. I arm you with the insight and experience needed to prepare yourself and your company for sale and successfully work through the sales process. After reading this book, you will be able to plan confidently and follow through with a successful sale of your company.

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An Essential Guide to
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Text and Reference
On Purpose
Speaker's Guidebook With
the Essential Guide to
Rhetoric + E-book
Practical Media Literacy