



## The Art of Public Speaking

*Dale Carnegie (1888 – 1955) & J. Berg Esenwein (1867 - 1946)*

Read by:	Multiple readers	Format:	MP3 CD in DVD case
Length:	19 hours 40 minutes	Catalog:	DB-1130
Language:	English	UPC:	0683422134319
Style:	Collaborative	MSLP:	11.99
Genre:	Education, Self-Help		

Many people dread the prospect of having to speak in front of an audience. Others have the urge to do so but are mystified as to how to go about it, so they stand down and let the opportunities go by. The anxiety becomes even more acute when we realize that speaking in public is increasingly called for, whether it is sales presentations, PowerPoint presentations in meetings, webinars, conferences, and more. It is not a new problem, but it remains a stumbling block for many. Dale Carnegie realized this a little over a hundred years ago and decided to do something about it. After taking acting lessons and struggling to find work as an actor, he approached the Y in New York with an offer to give lessons in the art of public speaking for an eighty per cent share of the gross. Within a few years he was making the

equivalent of over a half million dollars a year at it. He joined forces with Joseph Berg Esenwein, a writer and editor, to formulate his principles in *The Art of Public Speaking*. First published in 1915, the book has been used by millions to improve their communication skills and remains relevant and effective today. It covers every side of the issue: confidence, emphasis, pitch, pace, pause, power, inflection, force, feeling, fluency, articulation, gesture, and the many ways of influencing an audience. Numerous examples are provided for study and practice. So, if you are stuck, scared, or just want to do better, listen up and learn how to get your audiences to do the same!

**Dale Harbison Carnegie** (November 24, 1888 – November 1, 1955) was an American writer and lecturer who became virtually synonymous with the idea of self-improvement as a result of his books and courses on public speaking, salesmanship, and improving personal skills. He was born to a poor farm family in Missouri, obtained an education at State Teacher's College, and worked as a salesman before moving to New York to attend the American Academy of Dramatic Arts and pursue his ambition of becoming a Chatauqua lecturer. His first attempt at teaching was a course in public speaking offered at the YMCA in New York City in 1912, earning 80% of the net proceeds that soon earned him over half a million dollars per year in today's dollars. Ever the marketing maven, he changed the spelling of his last name from the original Carnaygey to Carnegie in 1922, playing on the recognition and association with Andrew Carnegie. The Art of Public Speaking written as an outgrowth of those lectures, and was followed by several other versions targeted to specific audiences. His best known works are *How to Win Friends and Influence People* (1936), which had sold over 5 million copies in 31 languages at the time of his death, and *How to Stop Worrying and Start Living* (1948).

**Joseph Berg Esenwein** (1867–1946) was an editor and writer noted for contributions to Charles Dudley Warner's Library of the World's Best Literature. He was born in Philadelphia and attended several colleges before working as educational director at the YMCA in New York, manager of Booklover's Magazine, editor and manager of Lippincott's Magazine, and editor of The Writer's Monthly.