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David H. Zarefsky is an American communication scholar with research specialties in rhetorical history and criticism. He is professor emeritus at Northwestern University. He is a past president of the National Communication Association and the Rhetoric Society of America. Among his publications are six books and over 70 scholarly articles concerned with American public discourse, argumentation, rhetorical criticism, and public speaking are books on the Lincoln-Douglas debates and on the rhetoric

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Zarefsky, Public Speaking: Strategies for Success, 8th: ———
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