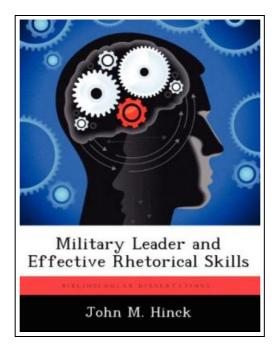
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Biblioscholar, United States, 2012. Paperback. Condition: New. Language: English. This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. This research focuses on how military leaders can improve leadership thru effective rhetorical skills. The research provides a greater understanding of the importance of rhetoric and provides military leaders with methods to implement rhetorical skills and strategies to improve leadership qualities. Through extensive review of both military and civilian literature on rhetoric and leadership, the author addresses the importance of why military leaders should develop effective rhetorical skills and what constitutes effective rhetorical skills. The Adapted HPT Model for Reaching Desired Rhetorical Skills provides the foundation to understand the gap between the actual and desired rhetorical skills, the causes of the gap, and solutions to reduce the gap. The Military Rhetorical Skills Model allows a methodical application of the desired rhetorical skills to demonstrate how General MacArthur effectively used rhetorical skills and created rhetorical eloquence in his farewell address at West Point in 1962. Military leaders, charged with responsibility to lead others in demanding situations and to defend the ideals of our Constitution, require a wide range of skills to protect the promises made by donning the military uniform. Developing effective rhetorical skills is an important element of achieving excellence in practicing the art and science of military leadership.



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