



The Challenge of **EFFECTIVE SPEAKING** in a Digital Age



By Dr. Telly Kamelia

Rudolph F. Verderber
Deanna Sellnow

If you only need the buying answer, digital access is still the cheaper short-term route. The print copy becomes the better decision only when the course is book-centered rather than platform-centered and you expect to keep using it while drafting, revising, and rehearsing speeches.

| Format | Seller | Current Price | Link |
|--------------------|---------------|----------------------|-----------------------------|
| Infuse 1 term | Cengage | \$50.00 | Check price |
| eTextbook 180 Days | VitalSource | \$53.99 | Check price |
| Paperback New | Merybook | \$72.79 | Check price |
| MindTap 1 term | Cengage | \$89.00 | Check price |
| Paperback New | Cengage | \$193.95 | Check price |

The decision here turns on course structure. If the section requires Infuse or MindTap, the platform requirement controls the purchase. If it does not, the current print listing becomes much more interesting because it is far below official paperback pricing and not wildly above the short eText route. This is one of those cases where the right answer depends on how the course actually runs.

What this book actually teaches

The Challenge of Effective Speaking in a Digital Age is a workshop-style public speaking book. Students return to it while choosing topics, shaping outlines, revising intros and conclusions, adjusting evidence, and improving delivery. That iterative use makes it different from a book that gets read once and shelved.

That is why print still has a case even when digital is cheaper. A speech text often sits open beside a draft or practice outline, which means ownership can matter if the book is doing real work during the course. But if the platform is graded or the only goal is minimum cost, digital is still the smarter short-term answer.

Who should buy print and who should not

Go digital first if the course requires Infuse or MindTap, or if you only need the lowest short-term price. Buy print if the course relies mainly on the book itself and you want a durable planning guide for multiple speeches. In this market, print is a practical-choice route, not the cheapest-access route.

Sources checked

- [Merybook listing search](#)
- [Infuse search](#)
- [VitalSource search](#)
- [MindTap search](#)
- [Cengage print search](#)