



The Essential Ten Percent Omnibus: Logic, College-level Writing, Public Speaking

Philip A. Yaffe

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The Essential Ten Percent series was specifically conceived for lay readers. Its purpose is to present key ideas of ostensibly arcane subjects while stripping away all the unnecessary details that make essentially easy ideas and concepts appear unnecessarily difficult and complex. Response to the series suggests that this approach has merit.

What was not intended was that, taken together, some of the books would form a progression, i.e. one book leading to the next. However, in the case of three the books, this is what has happened.

Because it is an approach, not simply a title, the books in The Essential Ten Percent series have the same basic format. Stripping away their redundancies means that these three books can be combined into a single omnibus edition in a clear, concise, and economical manner. This omnibus edition is a combination of:

- College-level Writing: The Essential Ten Percent
- Logical Thinking: The Essential Ten Percent
- Public Speaking: The Essential Ten Percent

One cannot successfully achieve college-level writing or become an effective public speaker without logical thinking. Conversely, understanding the essentials of logical thinking naturally leads to better understanding and motivation to apply the fundamental concepts and principles to college-level writing and public speaking. In short, one subject reinforces another. Combining them into a single volume makes it possible to better illuminate the fundamental links among the treated subjects.

Not inconsequentially, the omnibus edition can be made available at about half the price of the three books purchased separately.

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