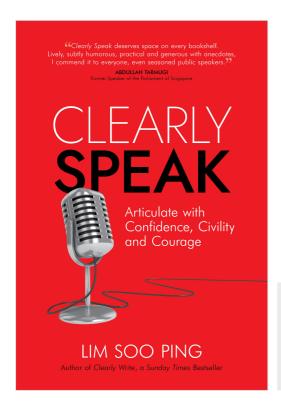


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LIM SOO PING is a former Auditor-General of Singapore. He served 37 years in public service, including 13 years in the Government Administrative Service. Following his retirement in 2013, he was appointed Professor of Accounting (Practice) by the Singapore Management University (SMU). Soo Ping has also served on the boards of Tan Tock Seng Hospital, Nanyang Polytechnic, The School of the Arts, The Esplanade Company, and St Joseph's Institution International School. He was the first chairman of Equal-Ark Singapore, a charity for youths with special learning needs. He is currently teaching auditing and executive writing at SMU. He is also a regular speaker on leadership, corporate governance, and ethical decision making. Soo Ping is the author of Clearly Write: Win Over Your Readers with Clarity and Concision, a Sunday Times bestseller, and Courage and Conviction: Ethical Dilemmas, Decision-making, and Resolutions.

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In my own practice of public speaking, I follow four simples rules. I am glad that all these rules are represented in *Clearly Speak*.

PROFESSOR TOMMY KOH = Ambassador-At-Large = Ministry of Foreign Affairs, Singapore = In His Foreword

⁶⁶A most readable, useful and practical guide for effective public speaking. Soo Ping clearly illustrates the use of his logical left brain and creative right brain in this valuable full-brain book.

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⁶⁶A brilliant piece of work. I appreciate most the ethical aspects on how we can use our gift of speech to speak up with moral courage, and root for those who have no voice.

DR LIM LAI CHENG = Education Advisor = Founding Executive Director, SMU Academy