



# **Rhetorica Ad Herennium: Book 3: On the Theory of Public Speaking (Volume 3)**

*Marcus T. Cicero*

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Although the *Ad Herennium* cites Cicero as its author, scholarly research has concluded that the book was written by someone else. Yet, no one has ever attempted to disassociate Cicero's name from the book. Book 3(of four) deals with Deliberative and Epideictic suits; the author mentioning that he will discuss three departments of rhetoric: Arrangement, Delivery, and Memory—leaving Style for the fourth book. In his treatment of the Deliberative speech he discusses Advantage and its subdivisions (Security and Honor). In discussing the Epideictic speech he moves into a deep elaboration of Invention, Arrangement, Delivery and Memory. Contrary to the myth that the *Ad Herennium* is just a book on rhetoric and language, it is a book on the art of public speaking. It is —really— a practical manual for administrators, managers, executives, paralegals, teachers, professors, judges, attorneys in general, litigators in particular—anyone who wishes to write or give a speech. Though humble in its approach, it delivers greatness.



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