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Presentations in Action: 80 Memorable Presentation Lessons from the Masters

By Jerry Weissman

Pearson Education (US). Hardback. Book Condition: new. BRAND NEW, Presentations in Action: 80 Memorable Presentation Lessons from the Masters, Jerry Weissman, World-renowned presentation coach Jerry Weissman has spent 20 years helping top executives succeed in the most important business presentations of their lives, and he's learned the best way to get his message across is to show his techniques in action. Weissman does just that in Presentations in Action: 80 Memorable Presentation Lessons from the Masters. He teaches how to make spectacularly successful presentations by showing exactly how great presenters have done it. Weissman dives into his library of outstanding presentations, sharing examples from current events, politics, science, art, music, literature, cinema, media, sports, and even the military. His compelling examples don't just demonstrate what's universal about effective human communication: they also reveal powerful ways to solve the specific challenges presenters encounter most often. This book's five sections focus on each element of the outstanding contemporary presentation: Content: Mastering the art of telling your story; Graphics: Designing PowerPoint slides that work brilliantly; Delivery skills: How to make actions speak louder than words; Q&A: How to handle tough questions; Integration: How to put it all together. From clarifying "What's in it..."



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