



Speaking Your Way to the Top: Making Powerful Business Presentations (Part of the Essence of Public Speaking Series)

By Brody, Marjorie

Pearson, 1997. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Preface: Why You Need This Book. 1.Understanding the Eight Types of Business Presentations. 2.Getting to Know Your PAL' (Purpose, Audience, Logistics). 3.Organizing Your Presentation.
4.Developing the Informative Presentation. 5.Persuasive Presentations. 6.Entertaining/Special Occasion Presentations.
7.Team Presentations. 8.Using Visual Aids Effectively. 9.Room Arrangements. 10.The Five Styles of Delivery. 11.Delivery Techniques The Three vs. 12.Platform Dynamics. 13.Stage Fright. 14.Getting Your Audience Involved. 15.Questions & Answers. 16.Evaluating Your Presentation. 17.Presentation Preparation Review. Conclusion: Final Words. Bibliography.



Reviews

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