1. Record Nr. UNINA9910452983903321 Autore Ridgley Stanley K **Titolo** The complete guide to business school presenting [[electronic resource]]: what your professors don't tell you-- what you absolutely must know // Stanley K. Ridgley New York,: Anthem Press, 2012 Pubbl/distr/stampa **ISBN** 0-85728-318-9 Descrizione fisica 1 online resource (276 p.) Disciplina 658.4/52 Soggetti Business presentations Business communication Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes index. ""Half Title""; ""Title""; ""Copyright""; ""CONTENTS""; ""PREFACE""; Nota di contenuto ""Special Note to You, the Student""; ""ACKNOWLEDGMENTS""; ""INTRODUCTION""; ""The Gap""; ""I Talk to You and No One Elsea€?""; ""How to Read this Book""; ""Clear, Concise, Memorable""; ""PART I THE WORLD OF PRESENTING""; ""1 I HATE PRESENTATIONS""; ""Visualization Time: Picture Yourself""; ""Fully Within Your Grasp""; ""Rid Yourself of Negative Talk""; ""Not My Job...""; ""The One Superb Skill""; ""Transformation Time""; ""Your Shrinking World""; ""Herea€?s Whya€?""; ""Who Teaches this Stuff. Anyway?"" ""What About Your Professors?"""The Malaise in Corporate America""; ""On the Cusp of Greatnessa€? Or Something Fairly Close""; ""Big Ideas""; ""2 PUBLIC SPEAKING: THE TWENTY-FIRST CENTURY PRESENTER""; ""The Power of Personal Presence""; ""Personal presence""; ""Who is a Presenter?""; ""On-the-Job Presentation Training a€? And Increased Income""; ""The Three Groups""; ""Group one: The impossible dream""; ""Group two: This is easy stuff!""; ""Group three: Into the Power Zone!""; ""Thena€? take the red pill""; ""The Source of Advantage Today""; ""3 BASICS OF YOUR TALK"" ""Structure, Content, Audience"""Your Presentations"": ""Your

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