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Collana	Ideas into action guidebooks
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Soggetti	Business presentations Communication in management Oral communication Public speaking Creative thinking Electronic books.
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Livello bibliografico	Monografia
Note generali	"For the practicing manager"--Cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Title Page; Table of Contents; After the Brainstorm; Scanning Your Organization; Tips and Tactics; Closing the Deal; Suggested Readings; Background; Key Point Summary; Lead Contributor
Sommario/riassunto	"This guidebook explains how to scan your environment and provides a collection of tactics you can use to sell your idea. Using this systematic approach will make you more likely to accomplish your objective-- solving a problem or making an improvement for the benefit of individuals, groups, and the organization as a whole"--Resource description page.