

1. Record Nr.	UNINA9910455476403321
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Titolo	How to prepare, stage, and deliver winning presentations [[electronic resource] /] / Thomas Leech
Pubbl/distr/stampa	New York, : American Management Association, c2004
ISBN	1-62198-356-0 0-8144-2777-4
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (336 p.)
Altri autori (Persone)	LeechThomas
Disciplina	658.4/52
Soggetti	Business presentations Public speaking Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Rev. ed. of: How to prepare, stage, & deliver winning presentations. New and updated ed. c1993.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminaries; Contents; Acknowledgments; 1 Presentations; 2 Executive Summary: The Fundamental Fifteen Keys to Winning Presentations; 3 Becoming a Winning Presenter; 4 Plan First Analyze and Strategize; 5 Organize: Sort Out Your Ideas to Clarify and Convince; 6 Support: Make Your Case; 7 Visual Aids/Graphics; 8 Arrangements The Devil's in the Details; 9 Working the Charts Successfully; 10 Practice Skip It at Your Risk; 11 Show Time: Overview and Nonverbal Delivery Skills; 12 The Spoken Word Language and Voice; 13 Interact Successfully Managing Q A; 14 Switching Hats Becoming a Sharper Listener 15 Follow Up It Ain't Over Til It's Over 16 Not Just One but a Winning Team; 17 Making Sure It's Not Greek to Them; 18 Becoming a Winning Presenter; Notes; Index
Sommario/riassunto	Great ideas deserve great presentations -- and this book shows readers exactly how to deliver!