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Nota di contenuto	Preliminaries; Contents; Acknowledgments; Prologue Rising Above the Crowd; 1 Take Off the Bushel Basket; 2 Tried But Not Necessarily True; 3 Understanding the Audience; 4 Performance Ready; 5 You're the Star; 6 Do I Really Need to Do This; 7 Be Prepared; 8 Find the Hook; 9 Keep the Focus on You; 10 Getting Down to It; 11 Of Headlines Humor and Aha s; 12 Before You Say a Word; 13 Stand and Deliver; 14 After the Talking's Done; Appendix A The Speaker's Checklist; Appendix B Research Resources; Appendix C When Someone Else Will Write Your Speech; Appendix D How About the ROI; Index
Sommario/riassunto	You only speak to them for a few minutes. Make sure it doesn't seem (yawn) longer.