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Titolo	The art of speeches and presentations [[electronic resource]] : the secrets of making people remember what you say / / Philip Collins
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Audience -- Expectations -- Topic -- Language -- Individual -- Delivery.
Sommario/riassunto	Be memorable. Whether you like it or loathe it, public speaking is something many of us have to do. Be it presentations to colleagues or speeches to a room full of near strangers, we all want to shine...or at least get through it with our dignity intact. Luckily Philip Collins, former Chief Speech Writer to Tony Blair, knows exactly what's needed to give a storming speech. The secret, according to Philip, is content. Too many of us focus on how we're presenting, and don't spend enough time thinking about what we're presenting. The secret to memorable, polished