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Edizione	[1st edition]
Descrizione fisica	1 online resource (35 p.)
Collana	Ideas into action guidebooks
Disciplina	658.4063
Soggetti	Business presentations Communication in management Oral communication Public speaking Creative thinking
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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.