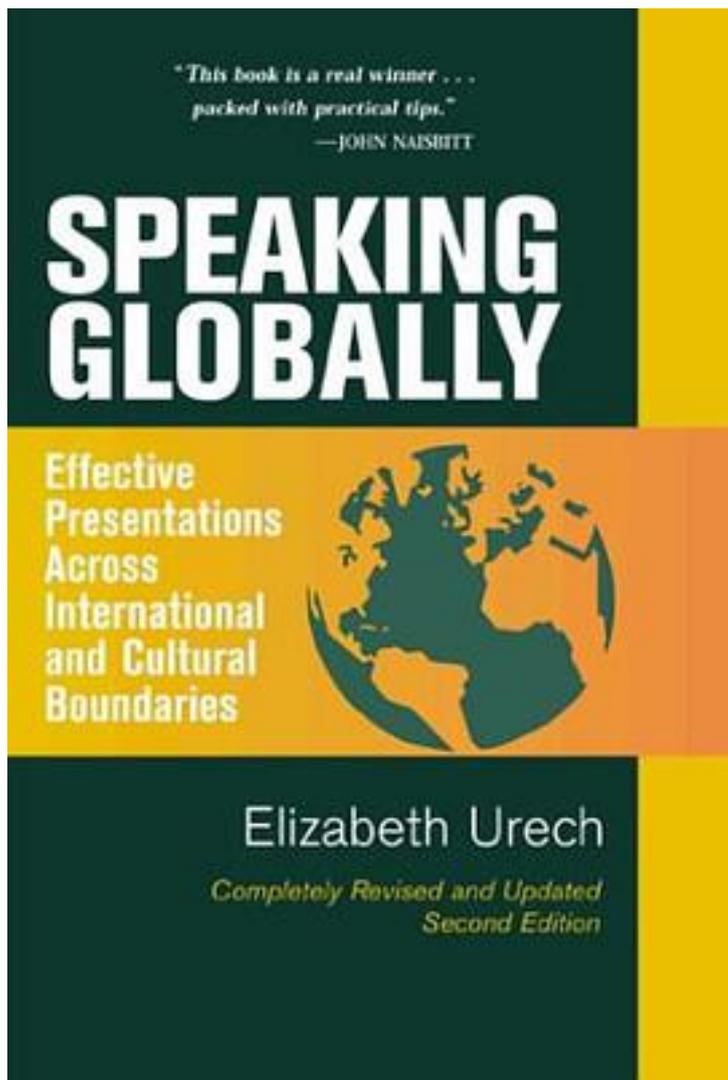


Speaking Globally



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Informative, instructive, comprehensive and entertaining, Speaking Globally helps business professionals build bridges to other cultures and countries. Urech understands the multi-cultural environment because she is part of it. Dipak C. Jain, Dean of Kellogg School of Management, Northwestern University "For speakers in the international arena, this book is a real winner." John Naisbitt, author of Megatrends and international speaker "Eminently practical." Publishers Weekly "An inspiring read! Whether you are a novice or an accomplished speaker, you will improve your ability to engage an audience." Peter Drew, Dow Europe "Speaking Globally is packed with practical techniques that improve your ability to speak to internal and external audiences wherever you travel." Marta Foster, IT Manager, Procter & Gamble "Scientific research must be communicated. Elizabeth Urech and her book Speaking Globally help us communicate with excellence." Professor Peter Van Bladeren, Head of Nestle Research " Speaking Globally is a lifesaver! The business protocol guidelines in the Country Profiles help you connect with audiences around the world." Patrick Kidd, Director of Sales, The Carlyle Hotel, New York - Speaking Globally offers easy-to-learn techniques which you can put into action quickly. You will learn how to: control your nerves and increase your confidence use your hands effectively and move with purpose create a powerful PowerPoint slide show deal with hecklers and confrontational journalists deliver a take-home message your listeners will really take home 48 Country Profiles offer at-a-glance tips about punctuality, use of first names, business cards, dress codes, sensitive issues and business attitudes to women. Speaking Globally is your passport to international speaking success ELIZABETH URECH founded Speak for Yourself AG in Switzerland and Speaking Unlimited, Inc. in the United States to train top professionals to speak with confidence and authority. Formerly with CBS-TV in Chicago, she now works worldwide for such clients as Amgen, Dow, Nestle, Procter & Gamble and UBS. Beth also lectures on communication for international MBA programs. In demand as a keynote speaker, audiences agree her talks are "a great mixture of entertainment, education, energy and passion. "Informative, instructive, comprehensive and entertaining, Speaking Globally helps business professionals build bridges to other cultures and countries. Urech understands the multi-cultural environment because she is part of it." Dipak C. Jain, Dean of Kellogg School of Management, Northwestern University "For speakers in the international arena, this book is a real winner." John Naisbitt, author of Megatrends and international speaker "Eminently practical." Publishers Weekly "An inspiring read! Whether you are a novice or an accomplished speaker, you will improve your ability to engage an audience." Peter Drew, Dow Europe "Speaking Globally is packed with practical techniques that improve your ability to speak to internal and external audiences wherever you travel." Marta Foster, IT Manager, Procter & Gamble "Scientific research must be communicated. Elizabeth Urech and her book Speaking Globally help us communicate with excellence." Professor Peter Van Bladeren, Head of Nestle Research " Speaking Globally is a lifesaver! The business protocol guidelines in the Country Profiles help you connect with audiences around the world." Patrick Kidd, Director of Sales, The Carlyle Hotel, New York - Speaking Globally offers easy-to-learn techniques which you can put into action quickly. You will learn how to: control your nerves and increase your confidence use your hands effectively and move with purpose create a powerful PowerPoint slide show deal with hecklers and confrontational journalists deliver a take-home message your listeners will really take home 48 Country Profiles offer at-a-glance tips about punctuality, use of first names, business cards, dress codes, sensitive issues and business attitudes to women. Speaking Globally is your passport to international speaking success

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