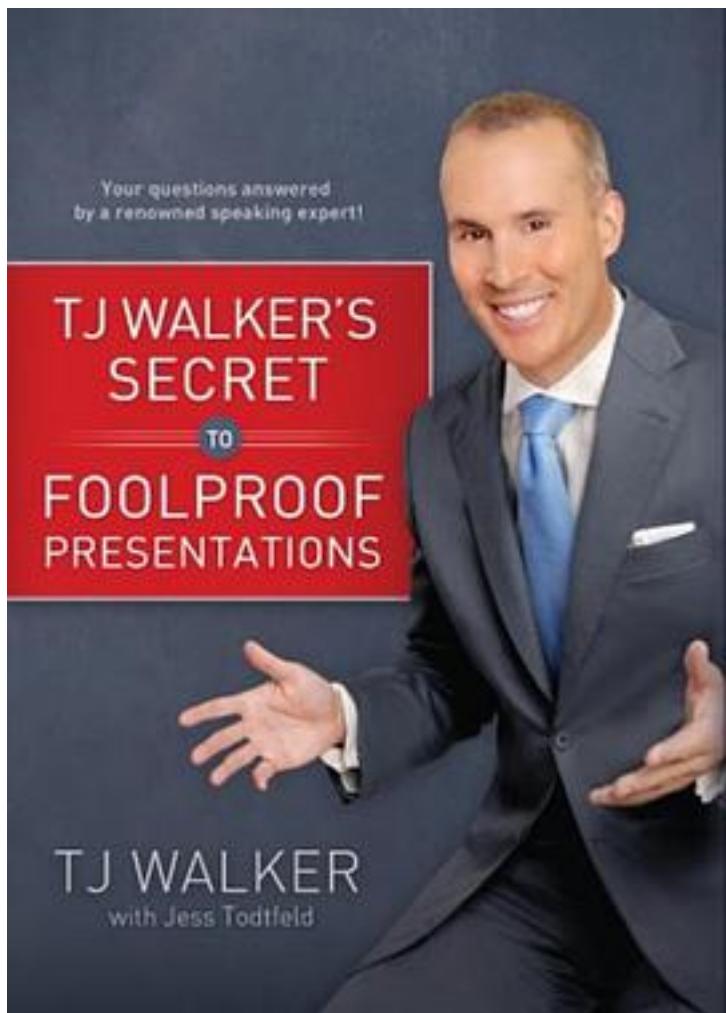


# TJ Walker's Secret to Foolproof Presentations



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著者:TJ Walker

出版者:Greenleaf Book Group Press

出版时间:2009-05-01

装帧:Hardcover

isbn:9781929774883

Public speaking is one of the most common phobias. Whether presenting a sales pitch

to a small group of decision makers or addressing a crowd of hundreds at a company forum, all presenters harbor the same fear: looking foolish. But master speaker TJ Walker has the solution - the secret - to giving fool-proof presentations: focus on what the audience really wants. Based on thousands of presentation workshops and personal coaching sessions with CEOs, prime ministers, members of Congress, and average business people, this book will make every reader a better presenter. The book details his audience-centric approach to preparing, rehearsing, testing, and delivering presentations that will keep listeners talking about the message long after they have left the room. In a direct, conversational, and often humorous style, Walker offers novice presenters and savvy speakers specific advice and concrete techniques that will make, every presentation memorable.

作者介绍:

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