

# Even a Geek Can Speak



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In today's high-tech world, it's cool to be a geek. But it's not cool to talk like a geek. Even a Geek Can Speak shows anyone how to express complex ideas in ways that are simple, that connect with listeners, and that persuade.

Focusing Your Message: One internet security executive won over non-technical business owners by focusing on the importance of internet security to the business world. Result: Listeners said - I'm buying that stock.

Keeping it Simple: A software consultant steered clear of the technical details when pitching to a CEO and focused on three key points: saving money, security and competitiveness. Result: He won the business.

Telling Stories: A telecommunications saleswoman spoke to a users' group and illustrated her points with stories, rather than dwelling too much in detail. Result: A jump in new orders.

Not Looking Like a Geek: An internet executive learned to connect with his audience merely by energizing his voice. Result: He received praise unlike any he'd received before.

作者介绍:

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标签

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## 评论

Matt Might 推荐的书

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也是补记。现在看来是比较笼统的Presentation技巧总结。值得一看。

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## 书评

简单的技术演讲指导。 The overall of the formula 1:Message Objective(MO) 2. Three points in support of your MO 3.Evidence to support each of three points and all subpoints 4.Determine your hook. (跟评书中的扣子一个意思) 5.Determine your wrap-up. 把大象关冰...

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