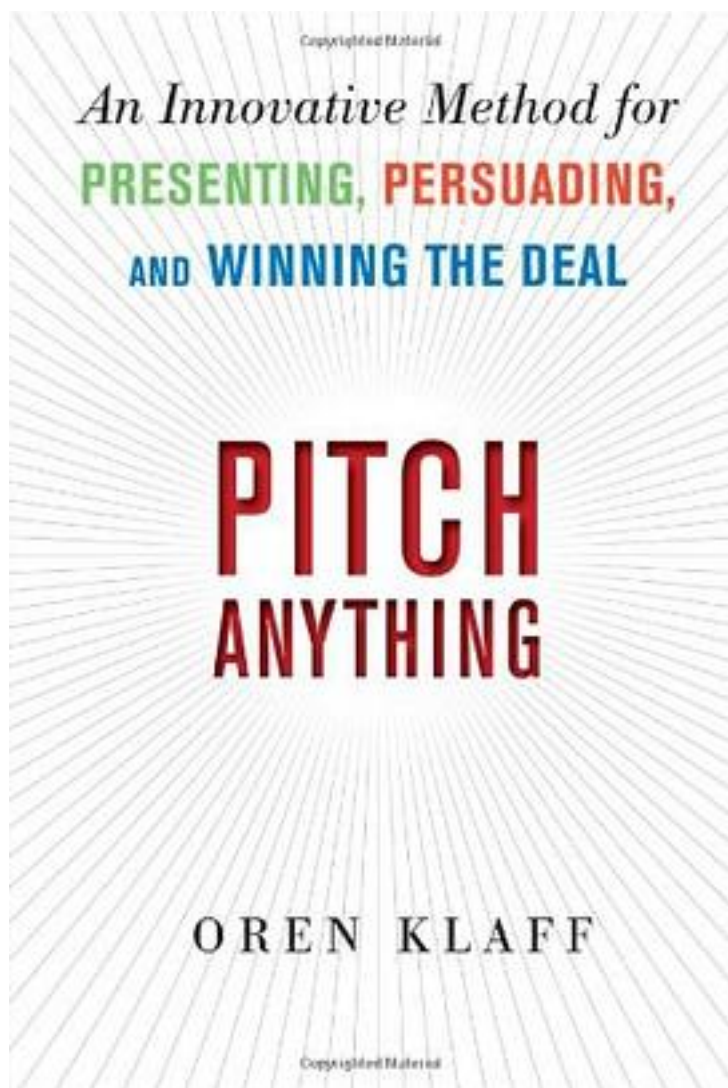


Pitch Anything



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著者:Oren Klaff

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Gold Medal Winner--Tops Sales World's Best Sales and Marketing Book "Fast, fun and immensely practical." -JOE SULLIVAN, Founder, Flextronics "Move over Neil Strauss and game theory. Pitch Anything reveals the next big thing in social dynamics: game for business." -JOSH WHITFORD, Founder, Echelon Media "What do supermodels and venture capitalists have in common? They hear hundreds of pitches a year. Pitch Anything makes sure you get the nod (or wink) you deserve." -RALPH CRAM, Investor "Pitch Anything offers a new method that will differentiate you from the rest of the pack." -JASON JONES, Senior Vice President, Jones Lang LaSalle "If you want to pitch a product, raise money, or close a deal, read Pitch Anything and put its principles to work." -STEVEN WALDMAN, Principal and Founder, Spectrum Capital "Pitch Anything opened my eyes to what I had been missing in my presentations and business interactions." -LOUIE UCCIFERRI, President, Regent Capital Group "I use Oren's unique strategies to sell deals, raise money, and handle tough situations." -TAYLOR GARRETT, Vice President, White Cap "A counter-intuitive method that works." -JAY GOYAL, CEO, SumOpti About the Book: When it comes to delivering a pitch, Oren Klaff has unparalleled credentials. Over the past 13 years, he has used his one-of-a-kind method to raise more than \$400 million-and now, for the first time, he describes his formula to help you deliver a winning pitch in any business situation. Whether you're selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, Pitch Anything will transform the way you position your ideas. According to Klaff, creating and presenting a great pitch isn't an art-it's a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you'll remain in complete control of every stage of the pitch process. Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: Setting the Frame Telling the Story Revealing the Intrigue Offering the Prize Nailing the Hookpoint Getting a Decision One truly great pitch can improve your career, make you a lot of money-and even change your life. Success is dependent on the method you use, not how hard you try. "Better method, more money," Klaff says. "Much better method, much more money." Klaff is the best in the business because his method is much better than anyone else's. And now it's yours. Apply the tactics and strategies outlined in Pitch Anything to engage and persuade your audience-and you'll have more funding and support than you ever thought possible.

作者介绍:

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标签

商业

商业技能

沟通

Sales

英文原版

金融

心理

Networking

评论

突然反应过来，这本书根本就是 Thinking Fast and Slow 理论的 Sales 实践版啊。

这本不是PMBA推荐么，为啥豆瓣里都没人读的

读了四遍。完全颠覆了麦肯锡推荐的那一套汇报方式。 强烈推荐。

Cool! Finish it with audible. Plan to summarize the outline and practice it...

商业社交技能，怎样presenting and persuading

很适合外资企业“讲故事”，同样适合所有的销售人员，如何卖你的“产品”。跟大部分西方的书一样，非常的工具化，没有特别多的大道理，都是实操性的步骤和方法

车轱辘话来回说系列

类似带有心得的轶事集

STRONG

The best part of this audiobook is that it is narrated by the author himself, especially when the topic is about pitching . I really like the fact that the author combined brain structure, neuro science and framings together. The stories told are very intriguing.

15min summary read

fascinating

Lame name, but quite interesting angle and useful techniques

妙妙妙！

豆瓣上为啥没有这本书的中文版？教授让我读这本书然后给他个读后感的。只能说，理论框架works，但是在天朝的文化体系下，不一定能实践。

看的中文版 《重新定义推销》

新鲜的观点和角度 有一定的可实操性 第八章铺垫太多。。

key word: lingua franca frame control (esp. time & prize frame), alpha power & beta trap, croc brain model trigger, dynamic social encounter. Comments: Only story matters. Data merely serves as the wanting.

五星半

牛！作者非常会讲故事，有的地方看得热血沸腾欲罢不能。仅仅是读完了，实践还需反复研读。

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书评

这本书严格来说不是教你销售的，而是教你做人的。这一套东西更像是大户人家的通识教育：人处于社交高位的时候容易压榨别人的价值，人提供价值的时候容易处于社交低位。但是如果你有能力在社交高位给别人提供价值，你和人打交道做事会特别有效率。你会拥有一种稳定又优雅的气质...

[cp]刚才推荐的那本书《重新定义推销》系统讲的就是【“STRONG” Pitch法】的理论和实操，游戏化的社交博弈技巧，“你”自己是主场。S: Setting the Frame（建立框架）；T: Telling the Story（讲好故事）；R: Revealing the Intrigue（激起兴趣）；O: Offering the Prize（...

作为演讲教练，我面临很多高级经理人和C Level高管在提案和演讲方面的挑战。简单的说，当人们搞不定这件事的时候会来找我。而我的工作，就是通过解释和演示，设计适当的练习来帮助他们离开原来的状态，运用新的方法和策略。这件事很难，我是说让别人发生改变很难，这就是教学的...

每个人都有社交框架，框架是权力、威信、力量、信息和地位优势的集合。书中介绍了四种在商业谈判中常见的框架，权威框架、时间框架、分析框架和重视框架。它们可能会不自觉地就出现，使用这些框架的人可能自己都没有意识到，完全是长期潜移默化的结果。比方说对方一见面就对你...

很实用很好的一本书，不过倒是被中文翻译的书名给耽误了。这本书主要写了如何更好的推销，把自己的产品和思想卖给他人，不过我认为作者提到的那些技巧可不是仅仅能用来推销，掌握好道，学会术，放之四海而皆准。道是什么，框架控制中最强的重视框架，在心底供奉自己，认为自己...

吸引框架重视框架时间框架道德框架逻辑框架，连环框组合套从分析对手开始，步步为营，设计一条引人入胜的说服路径，像一个导演一样说服是一场感性与理性的完美结合，感性就是击中人性的痛点，理性就是逻辑论证帮助排雷 看的时候没觉得有什么妙处，结合到实际中，发现处处都在...

提案技巧： • Framing:frames create context and relevance; the person who owns the frame owns the conversation 得结构者得谈话掌控权 • Using all the right techniques: setting the frame ,telling the story, revealing the intrigue,offering the priz...

忘记哪里推荐的书，一个晚上潦草翻完。作者从多年的销售经验总结一个基本的框架理论，试图应用到各种的领域。这本身就是一个很难的问题，然而文章总结的又过于简单浅显。几种不同的Frame, Pull/Push, BetaTrap，仿佛应用了其中所谓的技巧就可以大功告成。我不认为这些技巧是uni...

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