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The Leader's Guide to Presenting: How to Use Soft Skills to Get Hard Results (Paperback)

By Tom Bird, Jeremy Cassell

Pearson Education Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. Presentations are an inevitable part of a leader's day to day. They are fundamental to delivering information, motivating staff and building relationships. The Leader's Guide to Presenting is a highly practical guide to delivering engaging and influential presentations. From informal to formal settings, you'll discover how persuasion, influence and communication are critical to your own impact, the motivation and engagement of others and, ultimately, the success of your organisation. How to present when the stakes are high How to structure your message to gain agreement How to deliver with maximum impact and get the outcome you want How to pitch for success and handle difficult conversations This is the most effective book I have ever read on the art of presenting and especially for leaders. The Leader's Guide to Presenting is the one book they would ever need on this subject. Adrian Foster, UK Marketing Manager, Parker Hannifin Too many senior people struggle with too many elements of presenting even though they understand how important it is nowadays in winning hearts and minds. It's the right book at the right time....



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