



Key Message. Delivered - Englische Version : Business Presentations with Structure

By Wolfgang Hackenberg

Haufe Lexware Gmbh Jun 2017, 2017. Taschenbuch. Condition: Neu. Neuware - The ability to communicate in a structured and understandable way is essential for supporting decision-making in a company. Presentations are the standard communication tool for this. But one party always has to do the work: either the presenter or the addressee. We explain, writing as fellow practitioners, how to structure complex problems for communication in a logical way and formulate messages that are self-explanatory. Professional communication is based on three elements: suitable content, clear structure and precise graphic design. In this book we outline an eight-step process that focuses on structure as the fundamental link between content and design. Using a fictional case study that highlights our method, we show how to structure topics so that you can get to grips with even the most complex problems. 232 pp. Deutsch.



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