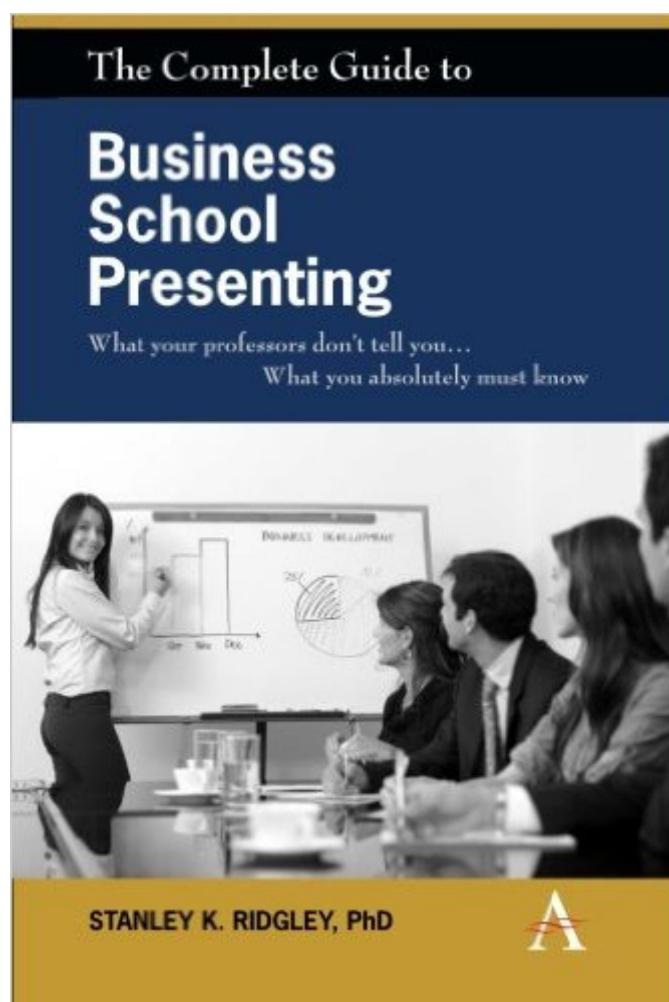


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# The Complete Guide To Business School Presenting: What Your Professors Don't Tell You... What You Absolutely Must Know



## **Synopsis**

â ^The Complete Guide to Business School Presenting: What your professors don't tell you... What you absolutely must knowâ ™ reveals the secret expectations harbored by business school professors when viewing presented material. Designed to offer a competitive advantage to anyone interested in a career in business, this award-winning guide offers a truly unique means of developing powerful presentation skills. It identifies seven verities of speaking that form the bedrock of superior presenting in the twenty-first century, and which imbue any speaker with power, energy and confidence: stance, voice, gesture, expression, movement, appearance and passion. These principles, when studied and applied, can form the foundation of a vast improvement, operating by correlating directly with the inherent values of corporate America.

## **Book Information**

Paperback: 276 pages

Publisher: Anthem Press (October 10, 2012)

Language: English

ISBN-10: 0857285149

ISBN-13: 978-0857285140

Product Dimensions: 6 x 1 x 9 inches

Shipping Weight: 15.5 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ ¤ See all reviewsÂ ¤ (4 customer reviews)

Best Sellers Rank: #791,368 in Books (See Top 100 in Books) #78 inÂ Books > Business & Money > Job Hunting & Careers > Business School Guides #615 inÂ Books > Textbooks > Business & Finance > Business Communication #775 inÂ Books > Business & Money > Skills > Running Meetings & Presentations

## **Customer Reviews**

This book is highly targeted to a specific niche -- students in business school. Here is why . . . this appears to be the only book that I can find on the market today that covers this topic from the explicit point-of-view of business students. Given that the number of English-speaking business school students exceeds 3 million world-wide (I checked -- and every single one of them must present), the focus of the book is understandable. And it delivers on its promise!Currently, I am not a business school student, but I plan to return to the classroom for an advanced degree -- this book looks to be of tremendous help to me, and it has the unmistakable scent of authenticity. It speaks clearly and succinctly to its audience. These are rock-solid principles that can transform the average

business presenter into an outstanding business presenter . . . IF the instruction is followed. Moreover, I'd recommend this volume to anyone involved in business who wants to ascend to an incredibly high level of presentation skill. As the book says, and from what I've seen, the skill level of presenters in the corporate world are fairly poor, certainly so in the technical field. So, becoming an outstanding presenter can set the young executive apart from the great mass of undifferentiated business folks. That's my own goal. The book is well-written and quite direct. In fact, it comes off as harsh in some places, but never disingenuous. The author is not engaged in stroking the ego of the reader; he is engaged in helping the reader become a powerful presenter. He offers explicit advice, not theory, and this advice is immediately applicable to a range of presentations, regardless of the discipline of finance, marketing, strategy, or even presentations in technical fields.

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