



Talking to the Top: Executive's Guide to Career-Making Presentations

Ray Anthony

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Managers have to be able to express themselves concisely and engagingly in order to survive and thrive. And yet, based on a survey of over 200 senior managers, few executives have what it takes to get their ideas across. This book gives ambitious middle managers the tools they need to enhance their speaking and presentation ability, enabling them to make powerful impressions with their ideas. It includes foolproof strategies for improving design and delivery of presentations, determining exactly what your audience wants and needs, and selling tough audiences on new ideas, proposals and projects. Managers looking to move into the fast track and into the corner office should find this guide invaluable.

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