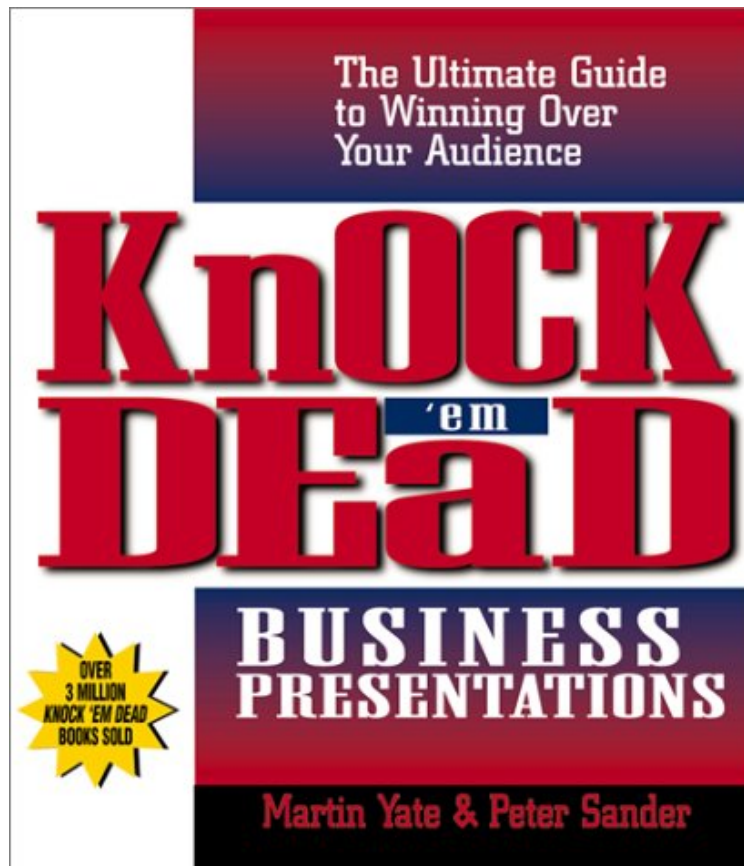


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## Knock 'em Dead Business Presentations

*Martin Yate, Peter Sander*

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**Martin Yate, Peter Sander : Knock 'em Dead Business Presentations** before purchasing it in order to gage whether or not it would be worth my time, and all praised Knock 'em Dead Business Presentations:

8 of 8 people found the following review helpful. Highly Recommended!By Rolf DobelliCareer management expert Martin Yate and finance whiz Peter Sander have assembled a dandy handbook on making effective presentations. After pointing out the value of developing this key career skill, they focus on how to prepare a good speech. They go from identifying your audience, to determining how best to deliver information, to being ready to be hot stuff at the podium. Similar books have explained these steps before, but the authors couldn't offer their meatier advice without beginning with the basics. Familiar instructions include researching your audience and topic, being yourself and using effective communications techniques. The more distinctive information covers turning your talk into a kind of conversation with the audience, employing audio visual aids effectively and adopting proper stage dress and manners. Though the material is familiar, we from getAbstract appreciate this well-organized, clear presentation and suggests that beginning speakers might want to walk this way before stepping up to the microphone.2 of 2 people found the following review helpful. Fundamentals of making a successful business presentationBy Midwest Book ReviewKnock Em Dead Business Presentations tackles the fundamentals of making a successful business presentation; from

researching a presentation and capturing audience attention to using visual aids to make a point, and involving an audience in a presentation. Everything is found within the pages of Knock Em Dead Business Presentations necessary to creating an effective, nuts and bolts presentation of a fine business program from scratch.

Take Your Career to the Next Level with the New York Times bestselling Knock em Dead series! For more than a decade, Knock em Dead has been the first, middle, and last word for job seekers on navigating a competitive, and often cutthroat, job market. Praised by BusinessWeek for its comprehensive content and "fast-paced, upbeat" style, the Knock em Dead series has helped over 3 million readers ace the interview and seal the deal. However, Knock em Dead knows its not just about getting the jobs about managing a career. The ability to present authoritatively is critical and often required to succeed in the career arena. In today's business environment, a "presentation" is not limited to a speech at the annual meeting trade shows, product launches, media inquiries, phone calls, interviews, and even performance appraisals are all considered business presentations. Knock em Dead Business Presentations includes information on: Researching your presentation Finding the "magic bullets" that will capture your audience's attention Effectively using visual aids to make a point Crucial preparation points that shouldn't be ignored Audience involvement techniques Combatting speech anxiety Making the most of nontraditional speaking venues Using presentations to build professional recognition Knock em Dead Business Presentations gives you the tools you need to make a dynamic impression.

About the Author Martin Yate is the author of the New York Times business bestseller Knock Em Dead. He is an internationally bestselling author with an unparalleled body of work focused on lifetime career management. His previous positions include National Director of Training for Dunhill Personnel System, Inc., and Director of Personnel for Bell Industries Computer Memory Division. His other books include Cover Letters That Knock Em Dead, Resumes That Knock Em Dead, and many others. Peter Sander is a professional author in the field of business and personal finance. Twenty years as a marketing specialist for The Hewlett-Packard Company provided extensive experience as a project manager, trainer, and frequent presenter in a corporate environment. He holds an MBA from Indiana University and is an active member of Toastmasters International. This is his fifth business title. Other titles include Value Investing for Dummies, Niche and Grow Rich, and The Pocket Idiots Guide to Living on a Budget.