



How to Wash a Chicken: Mastering the Business Presentation (Hardback)

By Tim Calkins

Page Two Books, Inc., Canada, 2018. Hardback. Condition: New. Language: English. Brand new Book. KEY SELLING POINTS: A TRUE MASTER OF THE BUSINESS PRESENTATION A modern-day Don Draper, Tim Calkins has delivered more than five thousand business presentations over his career. He's a brand strategist to blue chip corporations like PepsiCo, Pfizer, and Hewlett-Packard, where the presentation stakes are high. He's also twice won the Kellogg School of Management's top teacher award. HIGHLY ESTEEMED VOICE IN THE MARKETING WORLD Calkins is a highly esteemed voice in marketing and advertising, and is frequently cited by the media in North America. He has been quoted in publications including Business Week, The Wall Street Journal, The New York Times, and has appeared on all major television networks. ONLINE PRESENCE & FOLLOWING He leads two successful online business websites, Building Strong Brands, which named as one of the "Six Blogs That Can Teach You More Than an MBA," and the Kellogg Super Bowl Advertising Review, which has generated more than five billion media impressions to date. FILLS A GAP IN THE MARKET There are countless books in the market about public speaking and presentation delivery, but very few about preparing and delivering business presentations specifically. How to Wash a Chicken will...



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