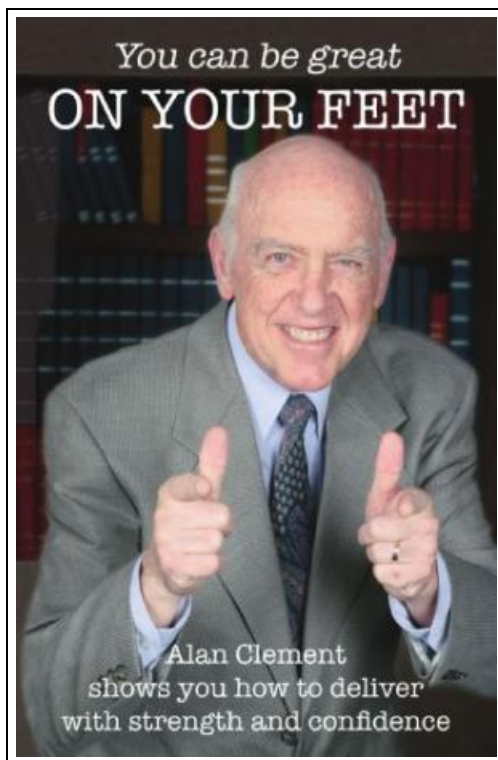


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Trafford Publishing, Canada, 2007. Paperback. Book Condition: New. 216 x 137 mm. Language: English . Brand New Book ***** Print on Demand *****.You Can Be Great On Your Feet is a promise kept for those who read the book. Take it to work, take it to bed, and take it to heart. Within this compact, down to earth, in your face paperback is the experiment and wisdom of a corporate spokesman who represented Fortune 50 firms throughout the USA and Europe and had faced hundreds of audiences ranging from physicians to philosophers and everything in between. He has coached over 200 top executives in speaking techniques and thousands of sales executives in making presentations. You won't find Alan Clement's radical common sense approach to speaking in a textbook. He deals in reality. He has been there, and he fills the pages with techniques that work. Get ready to accept the fact that the most effective presentations at major meetings, for example, should be no longer than 10 minutes, followed by a 15 minute QA. That includes the CEO's talk (no one is allowed to make a speech). The book provides an opportunity for companies to improve the bottom line by improving the communicating skills of its people in place. That represents a 45 saving just sitting there waiting, because studies show that employees in the typical workplace are misinterpreting one another for more than half the time. No accident that the best way to improve their communicating is to show them how to be great on their feet. Clement points out that most of us gather stuff to impress the audience rather than relate to the audience. The good presentation starts with the audience point of view, he states. Their objective determines what we say and how...



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