



Hook Your Audience: Anecdotes, Quips and Quotations for Business Speakers

By Patrick Forsyth

Rethink Press, United Kingdom, 2014. Paperback. Book Condition: New. 178 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Presentations can be dull, boring and the phrase death by PowerPoint has entered the language; but they are usually important. It is worth taking steps to enliven them. This book shows how some light touches and a little humour can enliven your presentations, meetings and training sessions. You can use the power of apt quotations, anecdotes and stories to make your message more striking, memorable, effective - and entertaining. In this book Patrick Forsyth, a well-known speaker, trainer and writer (and the author of several books on the techniques of making effective presentations) explains how to inject such enlivening elements and uses a wide range of examples to show how it can be done. The book is practical and addresses an important and useful issue - but it may also make you smile. Patrick Forsyth is a consultant, trainer and writer and the author of many successful business books. One reviewer said of his writing: Patrick has a lucid and elegant style of writing which allows him to present information in a way that is organised, focused...



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