



FT Essential Guide to Making Business Presentations: How to Deliver a Winning Message

By Philip Khan-Panni

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, FT Essential Guide to Making Business Presentations: How to Deliver a Winning Message, Philip Khan-Panni, The critical knowledge you need to plan, write and deliver your next presentation with maximum impact. Written by a co-founder of the Professional Speaking Association, this book focuses on getting you the results you need from your presentation, whether you are selling a product or service, a proposed change or even your own skills and abilities. It will show you how to persuade your audience by being relevant, clear, engaging and memorable. FINANCIAL TIMES ESSENTIAL GUIDES: THE KNOW-HOW YOU NEED TO GET THE RESULTS YOU WANT.



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