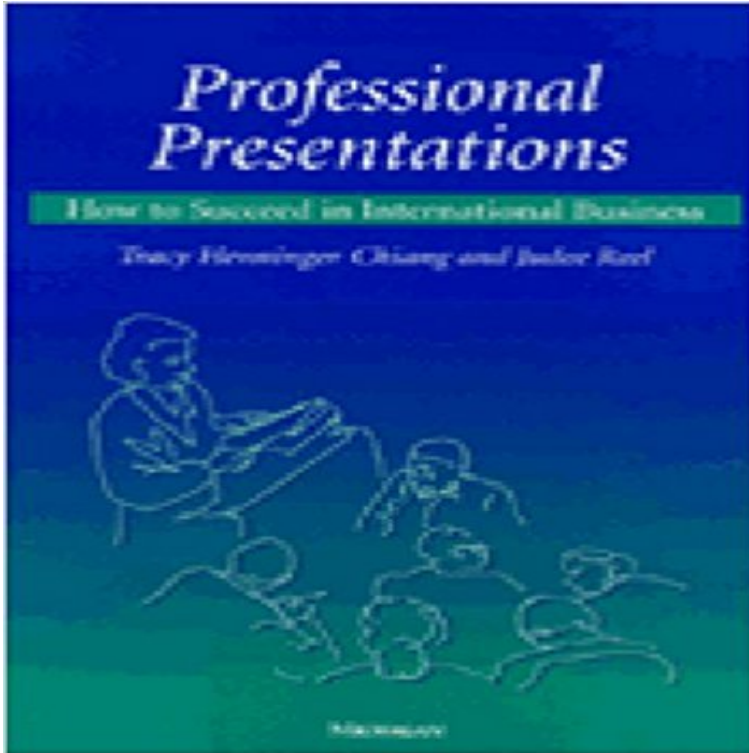


Professional Presentations: How to Succeed in International Business



Giving a presentation in English is tough enough when it's your native language; but if it's not your first language, the task becomes even more daunting. *Professional Presentations* has been written to ease the task for students and businesspeople who will be making speeches and giving presentations in their non-native tongue. This textbook incorporates a global perspective on the topic of presentations, with strong emphasis on the influence different cultures have on each aspect of making presentations. *Professional Presentations* is perfect in classrooms or for self-study, and its activities and exercises have proven successful outside the United States. A short needs analysis opens the book, which helps learners think about what they already know about making presentations and how the skills will help them in their careers and lives. Each chapter leads learners through a different presentation and teaches how to evaluate and provide feedback. Presentations increase in length and complexity as the book goes on. Chapters include discussions of relevant ESL vocabulary and language issues, grammar, cross-cultural issues, and good and bad examples of the topic at hand. A section on special presentations teaches how to introduce others, make impromptu speeches, and deal with the media. A special project set in a hotel is also included. Appendices feature information on specific cultures, a bibliography on business and culture, and a presentation evaluation form.

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