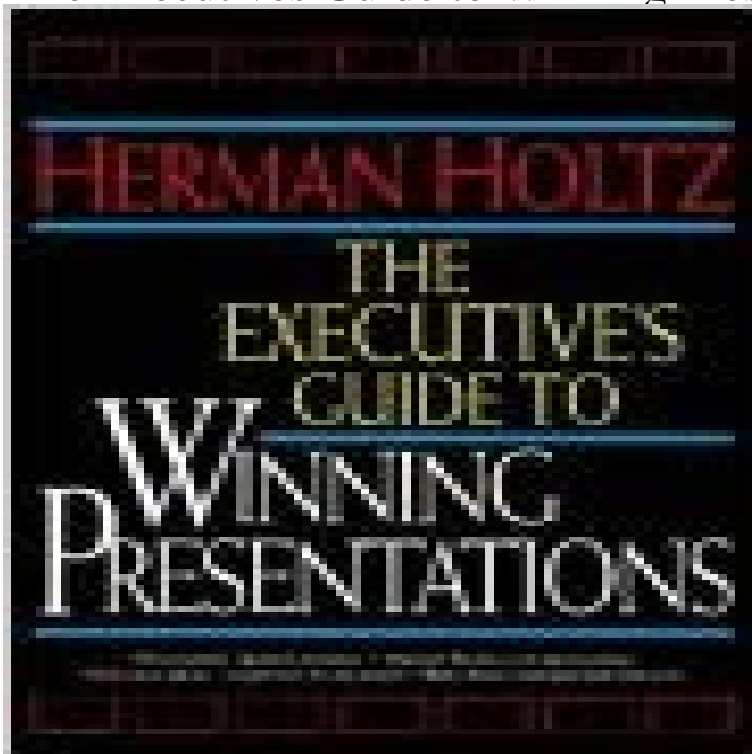


The Executives Guide to Winning Presentations



Executives and senior managers are frequently called upon to make presentations. It can be a very important function of their work, and yet most executives have no training whatsoever in making presentations. Herman Holtz, an author of many business/professional how-to books, now shows executives how to give presentations like pros and sell their messages in any situation. It offers tips, techniques, and discusses choosing the type of presentation that will work best for you. Some of the specific presentation skills and enhancements that are covered include: the use of audio-visual aids, the most suitable presentation language for a particular situation, getting the message across, image making, the use of humor, and more.

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