



Loud And Clear: How To Prepare And Deliver Effective Business And Technical Presentations, Fourth Edition

By George L. Morrissey, Thomas L. Sechrest, Wendy B. Warman

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How do you want your next presentation to come across? as a bland outline that glosses over your topic? as a "data dump," confusing or boring your audience? as nerve-wracking torture for everyone involved? The key to effective presentations is preparation, so *Loud and Clear* shows you six steps for planning any technical or business presentation. It discusses the best use of audiovisual aids and explains the basics of set-up and delivery. *Loud and Clear's* practical, step-by-step advice has helped more than 300,000 technical experts become expert presenters as well. Whether you present proposals to new clients or a weekly status report, *Loud and Clear* will help you deliver your message clearly and confidently.

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- Sales Rank: #1108570 in Books
- Published on: 1997-05-15
- Original language: English
- Number of items: 1
- Dimensions: 8.25" h x .50" w x 5.50" l, .57 pounds
- Binding: Paperback
- 224 pages

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Editorial Review

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As consultants and trainers who specialize in public speaking and other elements vital to a persuasive corporate production, George Morrissey, Thomas Sechrest, and Wendy Warman are well-versed in the good (as well as the bad and the ugly). The fourth edition of their time-tested guide, *Loud and Clear: How to Prepare and Deliver Effective Business and Technical Presentations*, offers step-by-step advice on critical components from visuals to logistics to delivery. It unequivocally views preparation as the crux, however, and fully outlines six integrated planning procedures certain to improve one's chance for success. --*Howard Rothman*

About the Author

George L. Morrissey has headed the Morrissey Group, a management consulting firm, since 1972. Author of nineteen books on planning and management, he has received the National Speakers Association's highest honor for excellence.

Thomas L. Sechrest has twenty years of experience in organizational development as a video producer and trainer. He now consults with high-tech firms while completing his doctorate at the University of Texas.

Wendy B. Warman is president of SmarTalkers, a Florida training and consulting firm. A certified speech pathologist, she leads seminars for such clients as Honeywell, Salomon Brothers, and Cargill, Inc.

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