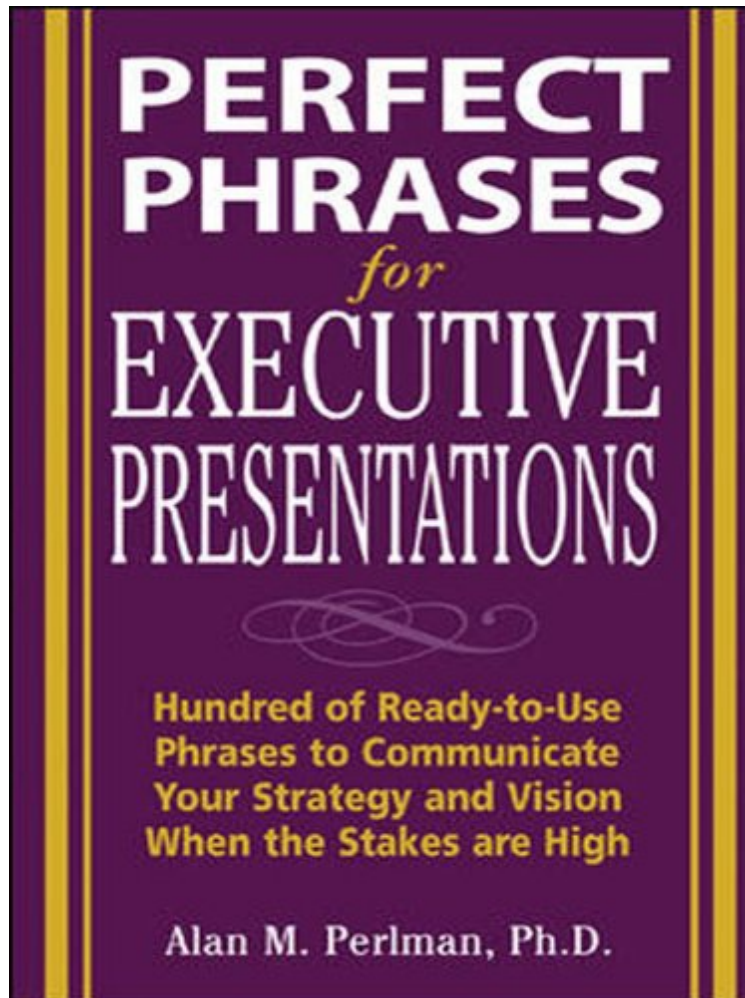


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Perfect Phrases for Executive Presentations: Hundreds of Ready-to-Use Phrases to Use to Communicate Your Strategy and Vision When the Stakes Are High (Perfect Phrases Series)

Alan M Perlman

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2 of 2 people found the following review helpful. Handy resourceBy GiudittaThis book gives a good jumping-off point for crafting speech material. I appreciate having it at hand to get me started or simply over a hump if I'm

overworked and my brain isn't functioning at maximum ability -- try frantically printing last-minute collateral, checking the attendance list and dealing with a seating issue...and then getting asked to "write up a few words" for the presenter, and you'll see what I mean, It's useful and a good value for the price. That said, let's start a movement to prevent use of the phrase, "without further ado." 1 of 1 people found the following review helpful. A good reference By DrDLST Perfect Phrases for Executive Presentations is a basic reference or refresher for people who are just beginning to write or speak at a Senior Manager level. It is not as much help for those already engaged in working with executives. (Well, it did affirm what I have been doing all along:-). It would have been nice to have had this 10-15 years ago. 4 of 4 people found the following review helpful. Perfect if it fits the bill for you By C. C. This book is too basic and repetitive for experienced presenters, but extremely useful for those who are very new to the field, lack confidence, and/or are non-native speakers of English. It presents exact phrases, even entire speeches, for a variety of situations (including formal events). This can be great jumping-off point if you're unsure of yourself in this kind of situation. Although not written for this particular purpose, the book is an excellent choice for any international businessperson who is new to making presentations to Americans and is not 100% confident speaking in English.

THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME Any successful leader will tell you: Giving a strong presentation is the most immediate and powerful way to set goals, form strategies, and sell your vision-to both internal and external audiences. Perfect Phrases for Executive Presentations not only tells you how to plan and deliver your address, but also provides phrases for every part of the speech or presentation. Organized by speech type and audience, you'll be walked through the beginning, middle, and end of a speech, giving you effective phrases to use. This invaluable book includes A detailed review of building an effective presentation for a wide variety of meetings and conferences Instructions and phrases for writing effective speeches for nearly 30 different groups and interests, from shareholders to commencements Techniques you can use to become a more effective speaker

From the Back Cover**THE RIGHT PHRASE FOR EVERY SITUATION . . . EVERY TIME** Any successful leader will tell you: Giving a strong presentation is the most immediate and powerful way to set goals, form strategies, and sell your vision-to both internal and external audiences. Perfect Phrases for Executive Presentations not only tells you how to plan and deliver your address, but also provides phrases for every part of the speech or presentation. Organized by speech type and audience, you'll be walked through the beginning, middle, and end of a speech, giving you effective phrases to use. This invaluable book includes A detailed review of building an effective presentation for a wide variety of meetings and conferences Instructions and phrases for writing effective speeches for nearly 30 different groups and interests, from shareholders to commencements Techniques you can use to become a more effective speaker **About the Author** Alan M. Perlman, Ph.D. is a corporate speechwriter for leading Fortune 500 companies, as well as an academically trained linguist. He contributes frequently to Speechwriter's Newsletter.