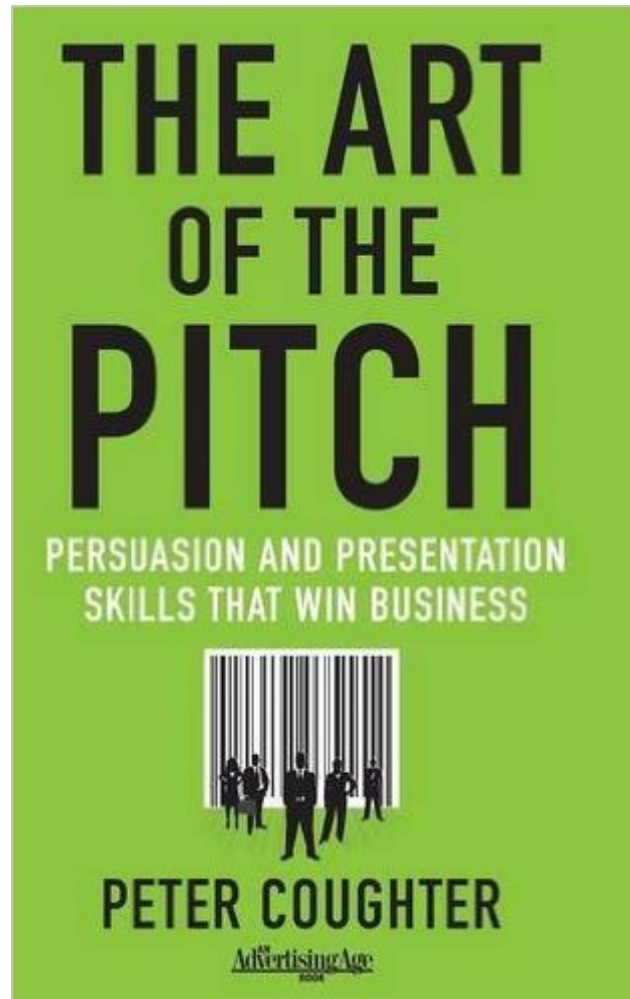


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# The Art Of The Pitch: Persuasion And Presentation Skills That Win Business



## Synopsis

Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to develop skills to create the perfect presentation.

## Book Information

Hardcover: 240 pages

Publisher: Palgrave Macmillan; 2012 edition (January 3, 2012)

Language: English

ISBN-10: 0230120512

ISBN-13: 978-0230120518

Product Dimensions: 6.4 x 0.9 x 9.5 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (47 customer reviews)

Best Sellers Rank: #39,677 in Books (See Top 100 in Books) #8 inÂ Books > Business & Money > Finance > Corporate Finance > Venture Capital #15 inÂ Books > Business & Money > Marketing & Sales > Public Relations #33 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research

## Customer Reviews

"The Art of the Pitch" says that everything is a presentation - that we're always being viewed and judged. Whether we're simply talking to our boss or speaking before a huge crowd the fundamentals of pitching apply. I think this is one of the best books on presentations. Why? Because so many other books offer complex advice that the average presenter simply can't do. Everything from how to move, how to breath, how to act. You have to have two minds to do any of it - one to remember what you're supposed to do and the other to actually speak. It's like juggling multiple balls and deciding you need to brush your teeth at the same time. Impossible."The Art of the Pitch" offers simple help on presentations, excellent advice for everyone. Perhaps it seems too simple but that is why this material is so outstanding. We simply have to remember what we already know. For example: know your audience, it's not what you say or they remember but how they leave feeling about you, what you omit is as important than what you leave in, involve your audience - make the presentation a dance. Here is some pithy advice: "presentation is a skill but instead of improving it by formulas or techniques [which come off as false to your audience] be yourself and learn to draw out your natural abilities." "Presentations are not public speaking...The trick is to understand that you are

simply talking with your audience, sharing your thoughts. Youâ™re not arguing. Youâ™re not selling. Youâ™re having a conversation. Youâ™re giving them a gift."Key principles include:1. It's a conversation only you're doing most of the talking2. Be yourself3. Tell stories4. Know your stuff5. Relax and be personable6.

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