



The Presentation Kit-Book: Instant Scripts for Business Presentations

By Ian Linton

Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, The Presentation Kit-Book: Instant Scripts for Business Presentations, Ian Linton, This modular guide to written presentations, both internal and external, is structured by theme and by target audience. The book takes the range of topics or scenarios which recent surveys show to represent the key issues facing managers, including, for example, total quality, customer focus, core business development and partnership. It then goes on to describe the outline content of a series of presentation modules covering the various different types of presentation likely to be required in each scenario. Busy managers can use these to quickly build up more complex presentations in a variety of subjects. This practical volume contains numerous working examples that can easily be customized for a tailor-made presentation in any business sector.



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