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Big Fish Experience: Create Memorable Presentations That Reel in Your Audience

By Kenny H. Nguyen, Gus Murillo, Robert Killeen

McGraw-Hill Education - Europe, United States, 2016. Paperback. Book Condition: New. 226 x 226 mm. Language: English . Brand New Book. From one of Inc. magazine's Coolest College Startups - the revolutionary three-step method that will transform every presentation into an experience for the audience. Rid the world of bad presentations with: Engaging Content + Memorable and Simple Design + Powerful Delivery Together, these create an unforgettable experience for the audience, The Big Fish Experience. Big Fish Presentations spends every day making the incomprehensible compelling; the mundane interesting; and the complex simple. Whether it's a presentation about an idea, a product, a service, a business, or a cause, at its heart, it's a story. The Big Fish Experience will help you tell yours. Learn how to: captivate with the power of story, enticing visuals, and infectious enthusiasm; inspire with the perfect pitch, a strong message, and a call to action; engage with supreme skill and confidence - and achieve your purpose every time. In this practical, step-by-step guide, you'll find proven techniques and expert tips on new presentation tools; innovative ways to deliver your ideas; case studies of presentations, which you can emulate immediately; and ways...


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