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The Art and Science of Effective and Impactful Business Communication for Managers Karminder Ghuman,2024-09-16 Though we all communicate yet effective communication is not an innate skill for many people It has to be learned and practiced This book has been designed to meet postgraduate management students requirements and equip them with the skills needed for

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the human brain The same presentation or class can get you a standing ovation or a cold unsympathetic audience depending on the way it s delivered and the context in which it s delivered so you have to pay attention to the basic psychological factors Even if you gave exactly the same presentation to the same group of people in a different context they might interpret your words and body language differently as they may approach it with a different mind set together with a different set of beliefs and expectations When you approach a presentation class or meeting in a professional setting you need to decide exactly what you want from the exchange from the outset and then what context you are interacting in

How to Say It

Persuasive Presentations Jeffrey Jacobi,2006-10-03 Banish presentation anxiety with tips and techniques that work Making a powerful presentation requires more than preparing the right materials and rehearsing a speech This book will turn any anxious reader into a dynamic speaker who engages and inspires listeners Not only for businesspeople it can also prove a lifesaver to students and anyone else who must speak in public

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