



Lend me your ears : all you need to know about making speeches and presentations /

Atkinson, J. Maxwell (John Maxwell)
<https://id.oclc.org/worldcat/entity/E39PBJht8VYhRkBW9cpXxkXd>

Oxford University Press,
 2005

Monografía

The room darkens and grows hushed, all eyes to the front as the screen comes to life. Eagerly the audience starts to thumb the pages of their handouts, following along breathlessly as the slides go by one after the other ... We're not sure what the expected outcome was when PowerPoint first emerged as the industry standard model of presentation, but reality has shown few positive results. Research reveals that there is much about this format that audiences positively dislike, and that the old school rules of classical rhetoric are still as effective as they ever were for maximizing impact. Renowned communications researcher, consultant, and speech coach Max Atkinson presents these findings and more in a groundbreaking and refreshing approach that highlights the secrets of successful communication, and shows how anyone can put these into practice and become an effective speaker or presenter. Topics Include: How to win and hold the attention of audiences; Using visual aids and PowerPoint more effectively; Getting your message across and winning applause; Inspiring audiences; How to prepare quickly; Fact and fiction about body language and non-verbal communication

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzkzNjc3NDI>

Título: Lend me your ears all you need to know about making speeches and presentations Max Atkinson

Editorial: Oxford New York Oxford University Press 2005

Descripción física: 1 online resource (376 pages) illustrations

Mención de serie: Ebook Central Academic Complete Collection

Nota general: Originally published: London : Vermilion, 2004

Bibliografía: Includes bibliographical references and index

Contenido: Introduction: audiences are always right -- Part I: The language of public speaking. The battle for audience attention: keeping listeners awake and engaged ; Speaking in private and speaking in public: conversation and public speaking ; The sight and sound of words: differences between writing and speaking ; Part I exercises -- Part II: Visual aids and verbal crutches. Reading from slides and talking with chalk: visuals ancient and modern ;

Showing what you mean: visuals for viewers ; Part II exercises -- Part III: Winning with words. The persuasive power of words: the use of rhetorical techniques ; Painting pictures with words: the use of imagery and anecdotes ; Part III exercises -- Part IV: Putting principles into practice. Translating messages to increase impact: political speeches and business presentations ; Putting it all together: structure and preparation ; Unaccustomed as you may be: making social and duty speeches ; Part IV exercises -- Part V: Body language and speech ; Physical facts and fiction: body language, movement and tension ; The power of speech: restoring confidence in the spoken word

Restricciones de acceso: Use copy. Restrictions unspecified star. MiAaHDL Access restricted to Kwantlen Polytechnic University students, faculty and staff

Detalles del sistema: Master and use copy. Digital master created according to Benchmark for Faithful Digital Reproductions of Monographs and Serials, Version 1. Digital Library Federation, December 2002. <http://purl.oclc.org/DLF/benchrepro0212> MiAaHDL

Lengua: English

Nota de acción: digitized 2010 HathiTrust Digital Library committed to preserve pda MiAaHDL

Copyright/Depósito Legal: 148849214 252672802 427510836 455977144 560589595 607629288 613347013 646752644 722672170 728049040 756883627 814481496 935260468 961538127 962591266 991919843 1037437942 1038610769 1044208604 1044220743 1044273634 1055389357 1056337930 1056392864 1056394428 1059565846 1064155823 1071895408 1078848108 1079888061 1086995337 1113041426 1113523303 1125447615 1136322426 1136418063 1144448771 1152031157 1154819532 1187192906 1203277530 1204528806 1228546817 1229064176 1242479321 1245477091 1269301060 1280256591 1286901493 1290064241 1320884266 1350422715 1408418410 1413268387 1460735913

ISBN: 9780198041207 electronic bk.) 0198041209 electronic bk.) 9781621984740 electronic bk.) 1621984745 electronic bk.) 1280846216 9781280846212 9781429438094 1429438096 9786610846214 6610846219 0195300750 Paper) 9780195300741 hbk. ;) alk. paper) 0195300742 hbk. ;) alk. paper) 9780195300758 pbk. ;) alk. paper)

Materia: Public speaking Speech Misinformation Speech Communication Art de parler en public Parole Mésinformation speech (communication function) LANGUAGE ARTS & DISCIPLINES- Public Speaking. Public speaking.

Enlace a formato físico adicional: Print version Atkinson, J. Maxwell (John Maxwell). Lend me your ears. Oxford ; New York : Oxford University Press, 2005 0195300742 9780195300 (DLC) 2005012876 (OCoLC) 60311869

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es