



### The Complete Guide to Business School Presenting

What your professors don't tell you... What you absolutely must know  
*Stanley K. Ridgley*

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#### Description

**The business student's complete guide to developing powerful presentation skills – and a competitive advantage – in the corporate world.**

"The way you stand, the way you speak, and the way you present yourself in your business presentation make all the difference in the way you can convince others and be understood by others in the business world. This book shows dos and don'ts of business presentations in a very succinct and straightforward way. It is a must-read for all business students and practitioners who want to improve their presentation skill." —*Dr Masaaki Kotabe, The Washburn Chair Professor of International Business and Marketing, Temple University*

"'The Complete Guide to Business School Presenting' is an ideal book for anyone who would like to feel confident in a professional context. It is a real guidebook that enables business students to develop their presentation skills and themselves. This is also a great resource for business people as it will equip them with knowledge and skills that are much needed in the twenty-first century business world. The material included is a perfect combination of real-life examples, case studies and excellent practical exercises." —*Dr Anatoly Anoshin, Dean of the Institute of Economics and Management, Udmurt State University, Izhevsk, Russia*

Reveals the secret expectations harbored by business school professors when viewing presented material. Designed to offer a competitive advantage to anyone interested in a career in business, this book offers a truly unique means of developing powerful presentation skills.

**Readership:** This book will appeal to business school students, as well as young business executives who have been out of school for two or three years.

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#### About the Author

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