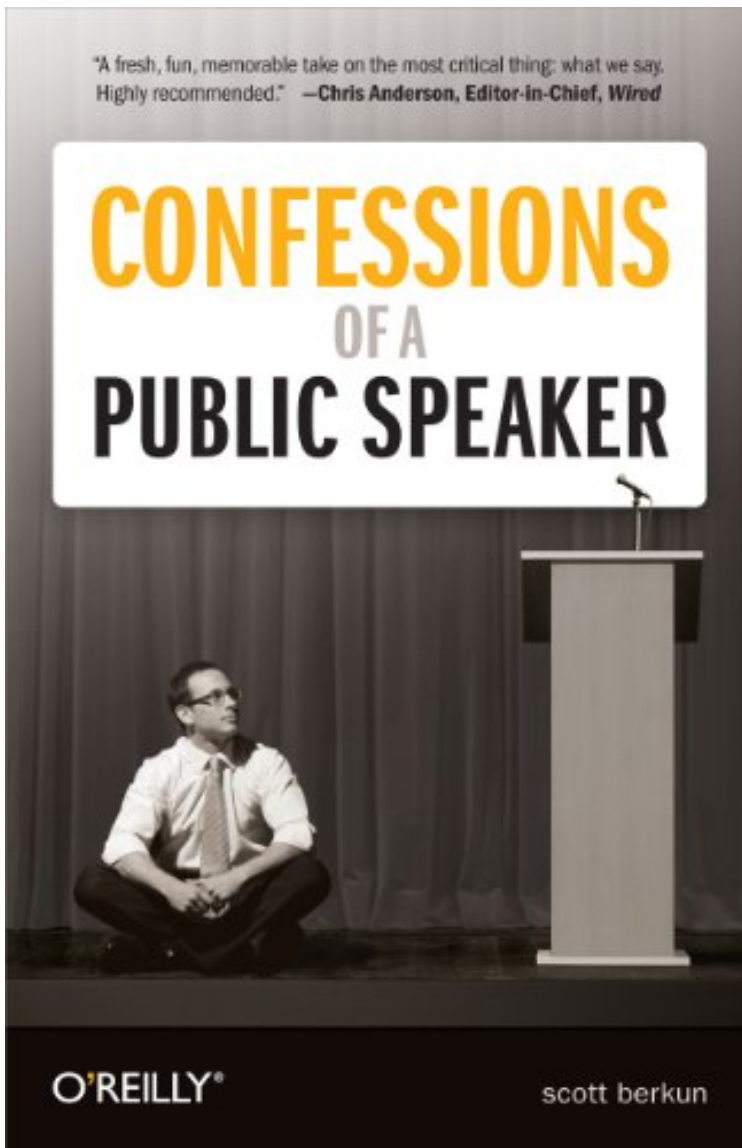


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Description :

Prsentation de l'diteurIn this hilarious and highly practical book, author and professional speaker Scott Berkun reveals the techniques behind what great communicators do, and shows how anyone can learn to use them well. For managers and teachers -- and anyone else who talks and expects someone to listen -- Confessions of a Public Speaker provides an insider's perspective on how to effectively present ideas to anyone. It's a unique, entertaining, and instructional romp through the embarrassments and triumphs Scott has experienced over 15 years of speaking to crowds of all sizes. With lively lessons and surprising confessions, you'll get new insights into the art of persuasion -- as well as teaching, learning, and performance -- directly from a master of the trade. Highlights include: Berkun's hard-won and simple

philosophy, culled from years of lectures, teaching courses, and hours of appearances on NPR, MSNBC, and
CNBC Practical advice, including how to work a tough room, the science of not boring people, how to
survive the attack of the butterflies, and what to do when things go wrong The inside scoop on who earns
\$30,000 for a one-hour lecture and why The worst -- and funniest -- disaster stories you've ever heard (plus
countermoves you can use) Filled with humorous and illuminating stories of thrilling performances and real-
life disasters, *Confessions of a Public Speaker* is inspirational, devastatingly honest, and a blast to read.