

Artyom Kravchenko

**PRESENTATION SKILLS
FOR BUSINESS PROFESSIONALS**

Study guide

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The book is aimed to guide business professionals how to prepare and deliver compelling business presentations. In fact, effective presentation skills have enormous potential to advance a career, attract new clients and persuade influential leaders to make a decision in presenter's favor. Leveraged from his own experience and observations, Artyom Kravchenko provides essential tips and guidance that help to become a confident and engaging presenter. The book reveals four aspects of an effective business presentation – confidence, audience, content and delivery techniques. Specifically, the author provides practical advice on how to manage fear of public speaking, analyze the audience, prepare a persuasive content and deliver a presentation impressively. Artyom Kravchenko, shares his own, real-life stories to support points he makes throughout the book. Regardless whether you're a senior manager, junior specialists, student, professor or private entrepreneur, this book will be a valuable resource for you, because presentation skills are useful in all areas of life, above and beyond the corporate world.

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