# Key Message. Delivered - Englische Version: Business Presentations with Structure



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### Reviews

A very awesome book with perfect and lucid reasons. It really is basic but shocks within the 50 percent of the book. Its been designed in an exceptionally easy way and is particularly merely right after i finished reading this ebook where in fact changed me, change the way i think.

(Meagan Roob)

## KEY MESSAGE. DELIVERED - ENGLISCHE VERSION: BUSINESS PRESENTATIONS WITH STRUCTURE



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Haufe Lexware Gmbh Jun 2017, 2017. Taschenbuch. Condition: Neu. Neuware - The ability to communicate in a structured and understandable way is essential for supporting decision-making in a company. Presentations are the standard communication tool for this. But one party always has to do the work: either the presenter or the addressee. We explain, writing as fellow practitioners, how to structure complex problems for communication in a logical way and formulate messages that are self-explanatory. Professional communication is based on three elements: suitable content, clear structure and precise graphic design. In this book we outline an eight-step process that focuses on structure as the fundamental link between content and design. Using a fictional case study that highlights our method, we show how to structure topics so that you can get to grips with even the most complex problems. 232 pp. Deutsch.



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