



## Key Message. Delivered - Englische Version

By Hackenberg, Wolfgang / Leminsky, Carsten

Condition: New. Publisher/Verlag: Haufe-Lexware | Business Presentations with Structure | Drei Experten zeigen, wie Business-Präsentationen durch Reduktion aufs Wesentliche und eine übersichtliche Struktur zum Wirkungsvollen Management-Tool werden. Das Buch enthält viele Praxisbeispiele zur Strukturierung und Visualisierung komplexer Inhalte. | 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. | INTRODUCTIONDo or Die at the ProjectorAl Gore&apos;s "Inconvenient Truth"About this BookCommunicating into the Fast TrackMake Yourself UnderstoodLogic is the KeyStructure FirstTraining is EverythingFrom One Practitioner to AnotherThe Foundations of Structured CommunicationTriangology1. UNDERSTANDING THE PYRAMID...



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