



## Perfect Phrases for Executive Presentations: Hundreds of Ready-to-Use Phrases to Use to Communicate Your Strategy and Vision When the Stakes Are High (Perfect Phrases Series)

By Alan M Perlman

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Any successful leader will tell you: Giving a strong presentation is the most immediate and powerful way to set goals, form strategies, and sell your vision-to both internal and external audiences. *Perfect Phrases for Executive Presentations* not only tells you how to plan and deliver your address, but also provides phrases for every part of the speech or presentation. Organized by speech type and audience, you'll be walked through the beginning, middle, and end of a speech, giving you effective phrases to use. This invaluable book includes

- A detailed review of building an effective presentation for a wide variety of meetings and conferences
- Instructions and phrases for writing effective speeches for nearly 30 different groups and interests, from shareholders to commencements
- Techniques you can use to become a more effective speaker

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### **Editorial Review**

From the Back Cover

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About the Author

**Alan M. Perlman, Ph.D.** is a corporate speechwriter for leading Fortune 500 companies, as well as an academically trained linguist. He contributes frequently to *Speechwriter's Newsletter*.

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