In an ideal world, all executives would receive just as much formal education on speaking and presenting to the media as they do formal instruction on how to write. Executives would consume books on how to present a message to an audience from cover to cover. Every speaking occasion would prompt hours and hours of rehearsal. Sadly, this never happens. This book is structured for the busy executive on the go who has an extra five minutes on a plane or train before making a speech or media appearance. This book is not meant to be read from cover to cover. Instead, it is structured so that an executive can pick the chapter or section that is most relevant to him/her at the time. For example, you are going on a radio show in one hour, so read tips on how to do a better job communicating on the radio. If you have an extra two hours, this book will be a lifesaver. But if you only have a couple of minutes before giving that all important speech, and you have time to read the first ten points on how to give a better speech, then you can also benefit by this book.

Sections

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Media Interviews.....Chapter 2
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Note: Special thanks to Dan Wolkenfeld for his full range of editorial assistance on this book

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