Learn the successful presentation techniques used in over 500 IPO road shows and featured in The Wall Street Journal and Fast Company. Jerry Weissman is the presentations coach to Microsoft, Cisco Systems, and many of Americas top executives, including founding Yahoo CEO Tim Koogle, Intuit founder Scott Cook, Netflix founder and CEO Reed Hastings, and many others. The San Jose Mercury News says that Weissmans IPO presentation coaching is worth 10% on a company stock. Now Americas top coach reveals the same powerful strategies he teaches to CEOs in expensive private sessions. Learn why your body language and voice are more important than your words, how to present with poise and confidence naturally, and how to connect with any audience emotionally. Filled with illustrative case studies of Barack Obama, Ronald Reagan, George W. Bush, John F. Kennedy, and many others, The Power Presenter will bring out the best in anyone who has to stand and deliver. Readers of The Power Presenter will have access to video clips referenced in the book.

The Power Presenter is an excellent sequel to Jerry Weissmans best selling The Power Presenter. Weissman is the top presentation coach in Silicon Valley (and now recognized as such across America) and has worked with the top executive teams of both development stage and more mature growth companies. He specializes in helping a company develop and tell its story as it embarks on raising capital from private and public markets...and he is excellent.

Weissmans first book, Presenting to Win, covers the creation and the telling of the companys story. It also includes excellent suggestions on how to integrate the story with an effective presentation - including an excellent DVD with effective presentation tips.

The Power Presenter builds on the first book but focuses more on the presenter: speaking style, body language, creating audience empathy, butterflies, mental and verbal preparation, and content. Weissman includes chapters on the Masters of the Game, (Lincoln, Churchill, Kennedy, Billy Graham, Reagan, McCain) and What Every Speaker Can Learn from
Barack Obama - both providing excellent examples of principles he espouses.

New to this book are the many references to web sites illustrating key points with examples. Interested readers can go to www.powerlid.com/tpp to view an example.

Anyone interested in learning how to speak and/or present better would be well served by getting not just The Power Presenter, but also, Presenting to Win. These are probably the best one-two punch on the market. But as Weissman points out over and over again, the books are a starting point as serious practice is ultimately the most important contributor to success.

Watching football is one thing, playing it is a completely different experience. The same is true of effective public speaking.

(Weissmans blog on Amazon.com is also an excellent resource)

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