

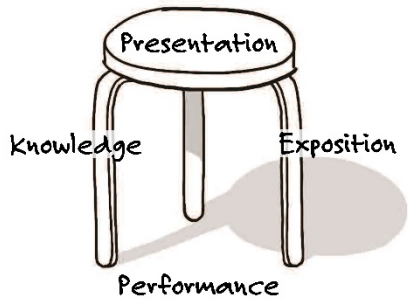
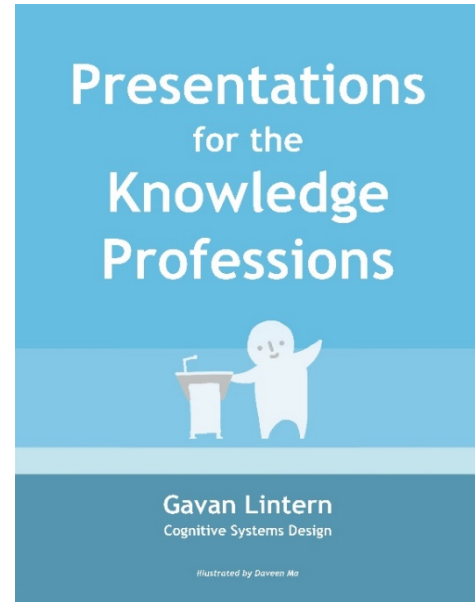
Presentations for the Knowledge Professions

Gavan Lintern

Illustrated by Daveen Ma

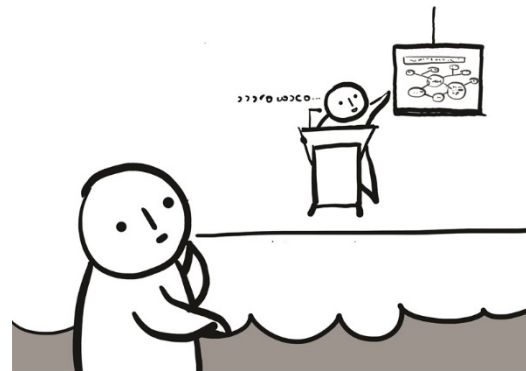
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Are you a knowledge professional who is struggling with your presentations? Do you want to take them to another level?



There are many presentation books for business and marketing. This book, *Presentations for the Knowledge Professions*, fills a niche for those who work in a knowledge-intensive profession where ideas derived from research and design dominate. Most books on presentations imply that presenting is all about style but, in the knowledge professions, substance is crucial. A high-quality knowledge presentation will offer the substance of solid ideas within the style of an engaging format.

This book is for early-career knowledge workers such as scientists, researchers, engineers and medical practitioners. The author explains how to plan and deliver an engaging and informative presentation. He describes what works and, along the way, topples some pervasive myths that will have you heading in the wrong direction. If you are chronically dissatisfied with your presentations, and especially if you are frustrated that nothing you try works, this book will help you move ahead. If you follow the planning and delivery structure outlined here, you will soon find that you are more comfortable and more satisfied with your presentations and you may even find that you are enjoying your time in front of an audience.



Available from iTunes and Amazon, US\$ 9.99

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