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# Presenting To Win The Art Of Telling Your Story

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Weissman is the author of the global bestseller *Presenting to Win: The Art of Telling Your Story* (Financial Times Prentice Hall, 2003); *In the Line of Fire* (Pearson Prentice Hall, 2005) and its companion DVD, *In the Line of Fire: An Interactive Guide to Handling Tough Questions* ([www.powerltd.com](http://www.powerltd.com)); and *The Power Presenter: Technique, Style, and Strategy from America's Top Speaking Coach*.

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Book Review – *Presenting to Win: The Art of Telling Your Story*. By admin. 2 min read. If there is one book that every marketer should have in his or her library, it is probably Jerry Weissman's highly readable book on making winning presentations.

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*Presenting to Win* reminds you of the basics: don't read the slides, make your slides interesting, etc. The point is to use your slides and other visual aids as exactly that: visual aids. If someone could know everything you're planning to say by reading your slides then they don't need to have you in the room, they can just read the slides.

*Presenting to Win by Weissman, Jerry (ebook)*

*Presenting to Win - Great guidebook ! I thought this book Presenting to win was a terrific guide and summary that will help me make much better and more effective presentations. I highly recommend this book.*

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If you want your presentation to succeed, you must present to win. Transform your presentations from dry recitals of facts into compelling stories with a laser-sharp focus on what matters most: what's in it for your audience. In *Presenting to Win*, corporate presentations coach Jerry Weissman

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