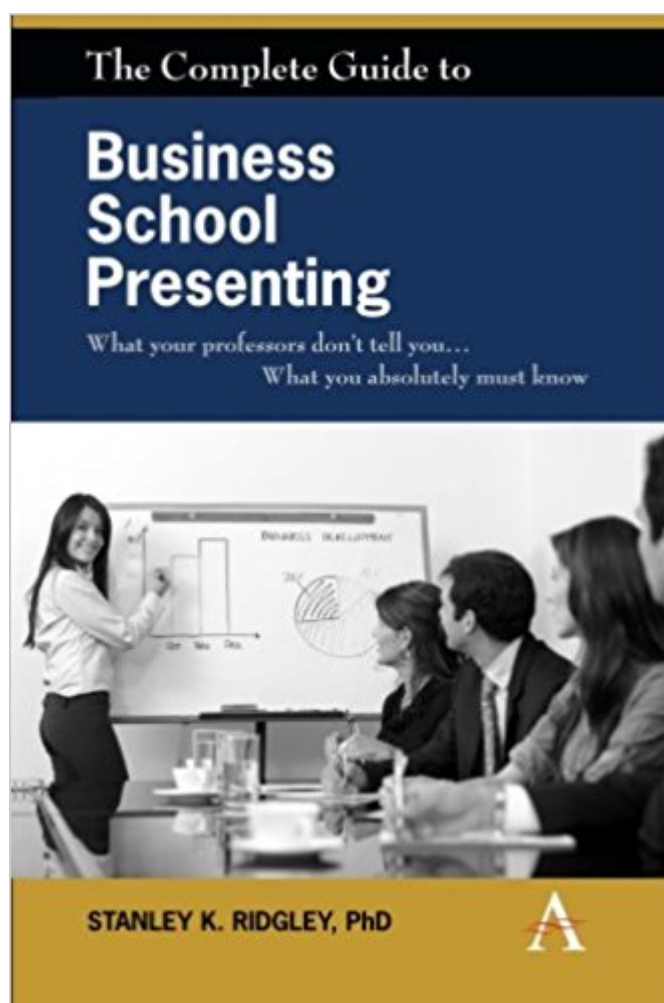


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# The Complete Guide To Business School Presenting: What Your Professors Don't Tell You... What You Absolutely Must Know



## Synopsis

“The Complete Guide to Business School Presenting: What your professors don’t tell you... What you absolutely must know”™ reveals the secret expectations harbored by business school professors when viewing presented material. Designed to offer a competitive advantage to anyone interested in a career in business, this award-winning guide offers a truly unique means of developing powerful presentation skills. It identifies seven verities of speaking that form the bedrock of superior presenting in the twenty-first century, and which imbue any speaker with power, energy and confidence: stance, voice, gesture, expression, movement, appearance and passion. These principles, when studied and applied, can form the foundation of a vast improvement, operating by correlating directly with the inherent values of corporate America.

## Book Information

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## Customer Reviews

“The Complete Guide to Business School Presenting”™ is an ideal book for anyone who would like to feel confident in a professional context. It is a real guidebook that enables business students to develop their presentation skills and themselves. This is also a great resource for business people as it will equip them with knowledge and skills that are much needed in the twenty-first century business world. The material included is a perfect combination of real-life examples, case studies and excellent practical exercises.”  
—Dr Anatoly Anoshin, Dean of the Institute of Economics and Management, Udmurt State University, Izhevsk, Russia  
“The Complete Guide”™ is a unique and distinctive contribution to management literature. It is quite a

stunning effort in a neglected area! I will be really surprised if it does not become a rage amongst B-school students. I see great advice in it – comprehensive, direct, and full of empathy and warmth for the young MBA student, as well as for anyone who cares about learning and performing better in the world of organizations.

• M. N. Rao, CEO of Tata Business Support Services, Hyderabad, India

• Dr Stanley K. Ridgley’s Complete Guide to Business School Presenting delivers on its promises – it provides undergraduate and graduate business school students with clear, compelling and comprehensive instruction on how to deliver powerful business school presentations. This is an indispensable tool for all business school students who want to develop an especially powerful professional skill-set to last a lifetime.

• Christine Kuhinka, Global Business and Marketing Communications Leader, The Dow Chemical Company

• Dr Ridgley shares years of experience in brilliant advice on presentation skills. This book should be required reading for all graduate students, especially those in business school. What a wonderful primer! I wish this book was available when I was in school.

• Stephanie Roberson Barnard, co-author of Listen. Write. Present. The Elements for Communicating Science and Technology

• A brilliantly warm, witty, spot-on book that will be the one of the best books ever read by business students. The tools, tips, best practices provided here will continue to guide students not just through the challenges of making business school presentations, but in their professional careers as well – where the ability to influence is key to opening the professional opportunities.

• Dr Dawn K. DePasquale, Chief Learning Officer, American University, Washington DC

The business student’s complete guide to developing powerful presentation skills – and a competitive advantage – in the corporate world.

Excellent read. Excellent book. There’s a quiet fire burning in the belly of this professor. He is invested in his topic. He has personality. And he wants to help others benefit from what he understands so well. Simply and clearly written. Effective methods are strongly emphasized. This is not a shallow recapitulation of current thought. Rather, the author makes good use of insights about public speaking for the past two thousand years - all organized towards the complete presentation. You want to follow the crowd, read contemporary. But if you want the competitive edge, learn what the master public speakers of history have known - and make your business presentation breathe life, rally the troops, and get your project approved. Watch all those bullet points and spreadsheets bob in your wake.

This book is highly targeted to a specific niche -- students in business school. Here is why . . . this appears to be the only book that I can find on the market today that covers this topic from the explicit point-of-view of business students. Given that the number of English-speaking business school students exceeds 3 million world-wide (I checked -- and every single one of them must present), the focus of the book is understandable. And it delivers on its promise! Currently, I am not a business school student, but I plan to return to the classroom for an advanced degree -- this book looks to be of tremendous help to me, and it has the unmistakable scent of authenticity. It speaks clearly and succinctly to its audience. These are rock-solid principles that can transform the average business presenter into an outstanding business presenter . . . IF the instruction is followed. Moreover, I'd recommend this volume to anyone involved in business who wants to ascend to an incredibly high level of presentation skill. As the book says, and from what I've seen, the skill level of presenters in the corporate world are fairly poor, certainly so in the technical field. So, becoming an outstanding presenter can set the young executive apart from the great mass of undifferentiated business folks. That's my own goal. The book is well-written and quite direct. In fact, it comes off as harsh in some places, but never disingenuous. The author is not engaged in stroking the ego of the reader; he is engaged in helping the reader become a powerful presenter. He offers explicit advice, not theory, and this advice is immediately applicable to a range of presentations, regardless of the discipline of finance, marketing, strategy, or even presentations in technical fields. One quite intriguing aspect of the book is its reference to ancient public speaking sources; many sources date to the 19th century because of the author's belief that most public speaking skills are verities that have value transcending time and place. Perhaps he is right . . . he is surely convincing. And I really like it. It carries gravitas. In sum, this book is a tight, pleasant read that does exactly what it professes to do. Highly recommended for business school students and young executives. A CEO or two might benefit as well.

For better or worse, presentations determine a lot of your success in life no matter how clever or virtuous you are. This book will give you all the tools you need to be a confident, capable speaker and to succeed in school, business, and life. The prose is timeless and powerful, yet accessible, and I like the fact that unlike other public speaking books, this one specifically addresses the needs of college students. The phrase "competitive advantage" gets tossed around by business types quite a bit, but the best competitive advantage you can have is interpersonal skills, and this book shows the way. If you're mired in the swamp of presentation mediocrity, than look no further.

With examples such as the "John Kennedy Thumb Press" and the "Rule of Three," Dr. Ridgley distills over 30 years of presenting experience into relevant points with practical applications. The Complete Guide to Business School Presenting delivers exactly what the title implies: a tightly-written, well-planned guide for anyone who presents in business.

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