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The Art of Speeches and Presentations: The Secrets of Making People Remember What You Say

Philip Collins

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Be memorable.

Whether you like it or loathe it, public speaking is something many of us have to do. Be it presentations to colleagues or speeches to a room full of near strangers, we all want to shine…or at least get through it with our dignity intact. Luckily Philip Collins, former Chief Speech Writer to Tony Blair, knows exactly what's needed to give a storming speech.

The secret, according to Philip, is content. Too many of us focus on *how* we're presenting, and don't spend enough time thinking about *what* we're presenting. The secret to memorable, polished speeches is to think more about the material you're sharing – to pay attention to detail and choose your works carefully. Speech writing is and art – and art we can all learn.

When the content's right, the confidence will follow.

In *The Art of Speeches and Presentations* Philip Collins provides you with a concise set of tools, preparing you for any speaking occasion. Ranging from the ancient history of rhetoric to what makes Barack Obama such a good speaker, it's packed with practical examples and tips to teach you the craft of speaking well and making people remember what to say.

"Does Phil Collins know what he is talking about? Here's the answer – he isn't just good, he is the best. It's as simple as that. I spent years writing speeches for major politicians and I now speak publicly myself all the time, and yet there is so much that I can pick up from him and anyone who re4ads this book will too."—**Daniel Finkelstein, Executive Editor, *The Times* and former speech writer to William Hague**

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