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Presenting Across Cultures: How to Adapt Your Business and Sales Presentations in Key Markets Around the World

Ruben A. Hernandez

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Presenting Across Cultures is a ground-breaking book that looks at how specifically to adapt your international business, sales, and marketing presentations - in structure, delivery style, content and persuasive logic- in 16 key national markets and regions around the world. In addition, the book also contains chapters on what to do when presenting to an internationally mixed audience, how to work with visual support in different cultures, and more. There is much to be gleaned here as well for those needing to make non business-related international presentations.

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