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Press text:

Rhetoric: Mastering the Art of Persuasion
From the First Steps to a Perfect Presentation

Here's all you need to know about modern rhetoric and how to hone both your verbal and non-verbal skills to ensure the success of your next talks, presentations and seminars.

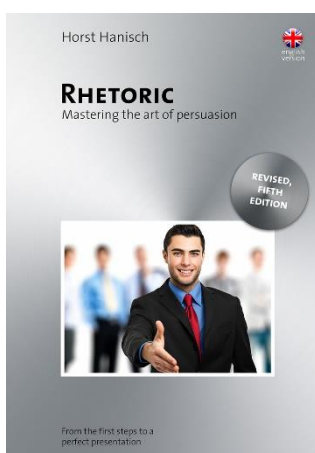
Featuring chapters on:

- From rhetoric to presentation
- From greeting to closing remarks
- Structure of the presentation
- Communicating with all your senses
- From word to coherent sentence
- Interaction with the audience
- Stage fright and dealing with stress
- Selected quotes

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Horst Hanisch has worked as author, trainer, and coach for more than 35 years.

He lectures in fields including communication, personality development, soft skills, and etiquette.

He has published more than 120 books. Horst Hanisch holds in-house company training courses, and open seminars on topics such as 'Business Etiquette', 'Table Manners', 'Self-Confident Presenting' and 'Presentation and Rhetoric'.

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