



Own the Room: Business Presentations that Persuade, Engage, and Get Results

Peter Desberg, David Booth, Deborah Shames

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Research shows a memorable presentation is a combination of stirring your audience's emotions while appealing to its intellect. This team of authors has developed techniques that tap into the persuasive, expressive aspects of presentations-employed over the past ten years by Fortune 500 companies such as TD Ameritrade, Mattel, Fisher-Price, Merrill Lynch, Siemens, and Pfizer.

This effective method brings you:

- An award-winning actor who applies performance techniques from the stage to engage and move an audience
- A television and film director who demonstrates how to craft and deliver your message with authority, credibility, and authenticity
- A psychologist who specializes in memory and stage fright and reveals how to overcome fear and activate an audience's attention and memory

Own the Room is written by a unique set of authors with the expertise perfect for creating vivid narratives. *Own the Room* shares how to excite your audience's emotions and intellect. And *Own the Room* will give you a communication toolkit to make any presentation lively, compelling, and memorable.

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