

SECOND
EDITION

THE POWER PRESENTER

*Techniques, Style, and
Strategy to Be Suasive*



JERRY WEISSMAN

Author of *Presenting to Win*

Praise for the First Edition of *The Power Presenter*

“Jerry is a coach like no other. If you need to give an important presentation, buy this book. Now. The only thing at stake is your income, your influence, and the success of your cause.”

—**Scott Cook**

Founder and Chairman of the Executive Committee, Intuit, Inc.

“Jerry Weissman’s genius is getting successful leaders like me to realize we are imbeciles when it comes to effective communication that is not email. In particular, Jerry broadens one’s perspective on how to use the visual well, how to focus on the audience’s perspective, and on how to keep the narrative strong and compelling. I benefited from Jerry’s work way back in 1995 for my first IPO, and then went back again in 2002 for my second IPO—in both cases his teaching added tremendous clarity to our investor presentations. Not only should IPO-bound CEOs read this book, but everyone who does presentations should absorb its messages.”

—**Reed Hastings**

Founder, Chairman, and CEO, Netflix, Inc.

“This book will help you bring out your natural charisma. It’s like a bottle of turbo-charged personality. Take a swig, and you’ll kick butt.”

—**Guy Kawasaki**

**Co-founder, Alltop.com; Author of *Reality Check* and
Wise Guy; *Remarkable People* Podcast**

“I watched with my own eyes as Jerry Weissman created billions in stock market value by teaching CEOs his speaking styles and strategies. Now it’s all in a 250 page book—how cool is that.”

—**Andy Kessler**

“Inside View” columnist, *The Wall Street Journal*

The Power Presenter

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