

Named by  
**FORTUNE**  
Magazine  
as a "Must-Read"

# PRESENTING TO WIN

UPDATED AND EXPANDED EDITION



The Art of Telling Your Story



**JERRY WEISSMAN**

*Bestselling Author with More than 100,000 Copies Sold*

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## Praise for the First Edition of *Presenting to Win*

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“I’ve taken the training. If you pay attention to what Jerry Weissman tells you (and it’s hard not to), you’ll be a measurably better public speaker. And that leads directly to success.”

**Stewart Alsop, (former) *Fortune* columnist, and Venture Partner,  
New Enterprise Associates**

“Building a great company takes many years. Ruining its prospects can take less than an hour. *Presenting to Win* will let you tell the story right.”

**Alex Balkanski, General Partner, Benchmark Capital**

“Read this book and get a master’s degree in effective communications in one afternoon. The executive teams that we have invested with have used Weissman’s communication techniques to dramatically improve team productivity and shareholder value.”

**David F. Bellet, Retired Chairman, Crown Advisors International, Ltd.**

“Clear, concise, and high-impact communications are necessary for every business executive in today’s high-speed world. Jerry Weissman provides leaders with simple tools they can draw on quickly in order to maximize the return on all of their communications efforts.”

**Sue Bostrom, Executive Vice President, Chief Marketing Officer,  
Global Policy and Government Affairs, Cisco Systems, Inc.**

“Jerry Weissman is an expert in helping leading technology executives improve the clarity and substance of their communication. Jerry does an excellent job of giving sound recommendations that will lead to better communications and leadership.”

**James W. Breyer, General Partner, Accel Partners**

“Jerry transformed my presentation skills by helping me think of the WIIFY and Aha! factor, and this helped me take my company public in 1998. Today, through this book, you can acquire the same skills on ‘how to present to win’ for a fraction of what it cost us to learn from Jerry. It is a must for professional success.”

**K. B. Chandrasekhar, Founder, Exodus Communications, and CEO,  
Jamcracker, Inc**

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