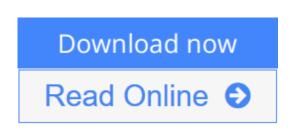


The Art of the Pitch: Persuasion and Presentation Skills that Win Business

By P. Coughter



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Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to develop skills to create the perfect presentation.

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Editorial Review

Review

Praise for Peter's Seminar Presentation Skills Workshops:

'Peter has been a tremendous asset in coaching our guys on every aspect of Presentation. He's helped build up their experience, and most importantly, their confidence.' - Tony Granger, Global Chief Creative Officer, Y&R

'We have had over 100 of our senior and mid-level people go through Coughter's workshops. The results have been impressive. Rarely do we now prepare for a presentation without someone saying, 'Have we Coughter'd it?' That is the best endorsement of all in terms of the impact he has had with our company.' - Peter G. Krivkovich, President & CEO, Cramer-Krasselt

'Peter is a teacher, leader and a Zen master.' -John Adams, Chairman The Martin Agency

About the Author

Peter Coughter is a professor at VCU Brandcenter at Virginia Commonwealth University and president of Coughter & Company, which consults with leading advertising agencies around the world. His clients include: Crispin Porter + Bogusky, DDB, Cramer-Krasselt, Dentsu, GSD&M, Goodby Silverstein, JWT, Leo Burnett, Publicist, Y&R, McKinney and many others. He lives in Richmond, Virginia.

Users Review

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