

**WALL STREET JOURNAL  
BESTSELLER**

With a new  
introduction  
about the legacy of  
the legendary  
communicator

# The Presentation Secrets of Steve Jobs



How to Be  
**Insanely Great**  
in Front of  
Any Audience

**Carmine Gallo**

bestselling author of  
*The Innovation Secrets of Steve Jobs*

# Resumo de The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience

Now in paperback the Wall Street Journal bestseller that reveals the secrets behind Steve Job s legendary presentations, with a new introduction about his legacy.Celebrating the inspiring life and vision of Apple s game-changing CEO, The Presentation Secrets of Steve Jobs has become the essential go-to guide for top-level executives, middle managers, organizational speakers, startup entrepreneurs, and pretty much anyone who needs to engage, persuade, and captivate an audience.

This is as close as you ll ever get to having the master presenter himself speak directly in your ear. Communications expert Carmine Gallo has studied and analyzed the very best of Jobs s performances, offering point-by-point examples, tried-and-true techniques, and proven presentation secrets that anyone can master.

You ll learn how to take charge of a room, create an inspiring brand story, deliver unforgettable moments and do it powerfully, effortlessly, and effectively."

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