



# ¡Presenta! Guía para exposiciones efectivas (Spanish Edition)

*Jaime Lértora*

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**El dominio de las habilidades expositivas constituye una gran ayuda para el desarrollo personal y profesional, ¡descubre cómo adquirirlo!**

«No hay que perder de vista que las habilidades de un buen expositor deben estar al servicio de los demás y no de la deformación monstruosa de su propio ego. Un buen expositor es aquel que utiliza su capacidad de influencia para tratar de ayudar a que las personas y los grupos a los que se dirige se desarrollen y alcancen propósitos honestos».

**Jaime Lértora**

Jaime Lértora, actor, conductor, productor, comunicador, no necesita presentación. En cambio, tiene mucho que enseñarnos acerca de cómo hacer una **presentación exitosa**, que no es otra cosa que una exposición efectiva. Útiles para todos los profesionales, pero aplicables también en otros campos -como la universidad e incluso la escuela-, **los consejos de ¡Presenta!** son directos: **asumir el protagonismo, conocer al auditorio, saber qué queremos decir, expresarlo de manera adecuada y recurrir a ayuda visual**. Y más, ofrece secretos y reflexiones para aprender a hacer todo esto lo mejor posible. Así, este segundo manual del autor se suma a *¡Habla!* para mostrar al lector -o, más exactamente, al usuario-, las claves para crecer personal y profesionalmente a partir del desarrollo de sus habilidades comunicativas.

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