



Cómo hablar en público (Manuales) (Spanish Edition)

José Carlos Aranda Aguilar

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Técnicas básicas para enfrentarte con éxito a cualquier auditorio, a un debate, una conferencia, un medio de comunicación, una reunión o entrevista de trabajo, etc.

Todos sentimos miedo cuando tenemos que hablar en público. Hablar en público es una de las grandes asignaturas pendientes, no es algo a lo que se le preste atención hasta que lo necesitamos para dirigirnos a nuestro equipo de ventas, al Consejo de Administración, para defender una Tesis o dar una conferencia, para asistir a una entrevista de trabajo o atender a un periodista para hacer una declaración en rueda de prensa, o defender nuestra postura en un debate radiofónico, televisado, en directo... Porque hablar en público no es solo dar charlas y conferencias, es algo que necesitamos hacer cada vez que hablamos en situaciones formales, para poner en valor quiénes somos frente a los demás, no solo en grandes salas, sino también en las distancias cortas. Dominar este arte supone la capacidad de informar, convencer, persuadir, animar... a quienes te escuchan. Perfeccionar el arte de hablar en público multiplica por cien tus probabilidades de éxito, supone un valor añadido fundamental hoy en día.

En este manual te ofrecemos técnicas prácticas, palpables y muy directas, para enfrentarte con éxito a cualquier auditorio: debates, clases, medios de comunicación, reuniones de trabajo, exposiciones, entrevistas de trabajo, etc. Un completo recorrido que empieza en la preparación, en el control de la comunicación no verbal, la identificación de auditorios y situaciones de comunicación, y habilidades y técnicas de dicción, lectura, improvisación, relajación, respiración o control del tiempo.

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