

acción empresarial

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# Escribe, Habla, Seduce

*Monica Perez de Las Heras*

## **Escribe, Habla, Seduce** Monica Perez de Las Heras

Do you know how many people have died in the world due to speaking in public? If you think the answer is 'none', you're wrong. William Henry Harrison, ninth president of the United States (1773-1841), died after giving his inaugural address. The incident occurred as follows he delivered his speech on March 4 which was a chilly day, and he died a month later of pneumonia. Nowadays nearly 90% of all professions require people to speak in public. If you are an entrepreneur, it is essential to know to make an effective and brief introduction to explain what your company does and sell to potential customers (an elevator pitch). If you are a professional who gives talks, it is essential to learn to synthesize and control the timing. If you are a journalist you need to know how to write speeches using NLP. On a personal level you can also learn how to give a toast at a wedding, defend your point of view at a residents meeting or ask a question in a debate."

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About the Author

Monica Perez de las Heras has degree in Information Sciences and Journalism from the Complutense University of Madrid. She is a regular lecturer for the course "Communication Experts" and "Experts in Journalism Tourism, Environment and Leisure"

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