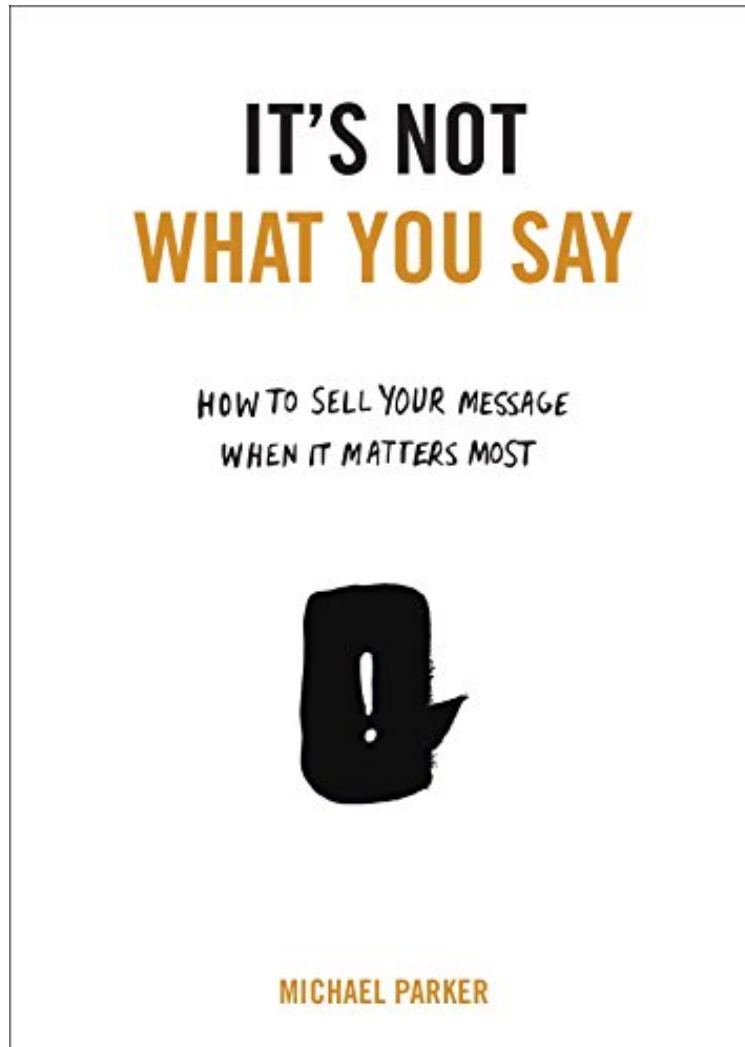


It's Not What You Say: How to Sell Your Message When It Matters Most

Michael Parker

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- Prepare so you can be yourself — but better
- Embrace the unknown and conquer any fear

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About the Author Michael Parker is the former head of Saatchi Saatchi, and now coaches private clients on their pitches (Pitchcoach.co.uk).