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examples on his book, but they just fit into his writing. This book is also great for creatives, refining the creative process while thinking on a pitch or a campaign.

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A professional “pitching coach” for one of the world’s largest marketing conglomerates, Jon

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Steel shares his secrets and explains how you can create presentations and pitches that win hearts, minds, and new business. He identifies the dos and don'ts and uses real-world examples to prove his points. If you make pitches for new business, this is the perfect book for you.

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Absolute pitch (AP),

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often called perfect pitch, is a rare ability of a person to identify or re-create a given musical note without the benefit of a reference tone. AP may be demonstrated using linguistic labeling ("naming" a note), associating mental imagery with the note, or sensorimotor responses.

**Absolute pitch -
Wikipedia**

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The Art of the Elevator Pitch - Harvard Business Review

The Art of the Pitch.
Forget "I think,

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therefore I am.” For entrepreneurs, the operative phrase is, “I pitch, therefore I am.” Pitching isn’t only for raising money—it’s for reaching agreement, and agreement can yield many good outcomes including sales, partnerships, and new hires.

**The Art of the Pitch -
Guy Kawasaki**

“Perfect Pitch - The art and science of

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Webinar: Perfect Pitch - The art and

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**The Art of Writing
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