

# Business Rhetoric



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"So? eh? before I start, I would like to say a little about myself and a little about why I have chosen this theme?" "BY ALL MEANS NO! You have already started! Actually, you have jumped the gun and that is just as foolish as a musician starting to play his instrument in the wings or on his way onto the stage. There is only one start and that has to be distinct." Mette Højen does not beat about the bush when she with immaculate precision, and a twinkle in her eye points out the rhetorical bad habits of corporate life.

In a simple and informal style, she shows us how you stand to gain more from your speeches, meetings and presentations by making a few rhetorical adjustments. It is plain speaking with one clear objective: maximizing the return on your allotted speaking time - or put differently maximizing your rhetorical ROI.

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