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### Business Exposed: The naked truth about what really goes

communicate the "naked truth." Naked, we are all the same re-gardless of rank. In theory at least, this kind of "exposure" leads to better, more honest communication. This got me thinking: What if we thought of designing and deliver-ing business presentations in a way that was more "naked" as well? A way that was simpler,

#### **NAKEDPRESENTATIONS**

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## Business Exposed: The naked truth about what really goes

Business Exposed: The Naked Truth about What Really Goes on in the World of Business. Cutting edge, pithy and provocative, this is a no-holds barred analysis of business today that will entertain and appall you in equal measure. It reveals the scandals, quirks, counter-intuitive behaviour and downright silliness that make up business today.

#### **Business Exposed: The Naked Truth about What Really Goes**

Business is ugly and we're tired of people pretending it's not. The public world of business is always about master strategies, business models, and economic trends. The real world is a lot messier. The real world of business is about people – and people are messy. They are also brilliant, unfocused, motivated, lazy, innovative, painful, and incredibly important to your success.

## Naked Business â€" Real Business Exposed

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# Working Paper #10-002 October 2010 The Uninvited Brand

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