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FOR IMMEDIATE RELEASE:

GRAVES PUBLISHES PRESENTATION BOOK

CHARLESTON, IL--Pat Graves, associate professor of business education and administrative information systems at Eastern Illinois University, and Joyce Kupsh, business professor at California State Polytechnic University, have written a new book, How to Create High Impact Business Presentations.

Published by NTC Business Books, it leads the reader step-by-step through the key skills and techniques that can help make an effective business speaker and presenter. Covering steps such as planning, development and delivery, it includes a glossary of terms and extensive lists of specialized sources for presentation media.

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Although her book is written specifically for professional presentations, Graves says she applies some of the same techniques to her teaching at Eastern. She stresses the importance of media variety for presentations, including computer projection, graphics software and desktop publishing.

The Fortune Book Club, which specializes in business guides, reference books and handbooks, picked How to Create High Impact Business Presentations as its December 1992 Selection of the Month.

Before joining Eastern's faculty in 1987, Graves was an assistant professor in the vocational department of the College of Education at the University of Kentucky. Prior to that, she was a high school business teacher.

She received her bachelor's and master's degrees in business education from Arkansas State University (1969) and the University of Arkansas (1982), respectively, and her doctorate in education from Memphis State University (1985).

Graves resides in Tuscola.