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A practical, easy-to-use guide to
transform business communications

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into memorable narratives that drive conversations—and your career—forward In Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for Any Audience, visual storytelling experts Janine Kurnoff

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and Lee Lazarus leverage decades of experience helping executives at the world's top brands—including Facebook, Nestle, Accenture, and Marriot—bring clarity and meaning to their business communications.

Whether you're building a

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presentation, crafting a high-stakes email, or need to influence decisions in your next meeting with an executive, *Everyday Business Storytelling* offers an insightful exploration of how to develop compelling business narratives.

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You'll discover how to use a simple, repeatable framework to choreograph your ideas, data, and insights into an authentic, persuasive story. You'll also find clever visual techniques to help humanize your stories and build an emotional

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connection with your audience. Just a few of the things you'll learn include: The science behind why storytelling is the most effective way to trigger emotion in an audience and how to craft a business narrative that makes your ideas

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engaging The four signposts of
storytelling and how to identify and
weave in your BIG idea to capture
attention How to craft expert
headlines that guide your audience
and advance your story Everyday
Business Storytelling is an

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indispensable guide to making your communications stick in the minds of your audience and drive change. If you're a busy, talented businessperson responsible for presentations, one-pagers, emails, or virtual meetings, this book is for

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you.

The Ever-Changing Mold of
Modern Business
Communication. Business
Communication Today continually
demonstrates the inherent
connection between recent

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technological developments and modern business practices.

Communication is probably the most critical skill we need in today's fast-paced business world. Shirley's tips and techniques are excellent models to follow for successful and

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effective communication. Well done
on a great fourth edition. Vanessa
Yuen, Senior HR Executive
(Training and Development),
Chevron Oronite Pte Ltd, Singapore
Looking for an all-in-one package
containing all the techniques,

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guidelines and examples needed to ensure effective oral and written communication skills throughout your career? Look no further.

Shirley Taylor's Communication for Business, 4th edition, addresses all aspects of business communication

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in clear and simple language. With its tried and tested successful formula, the book places emphasis on basic business writing and rules of good writing. Features include: - Illustrations throughout add a fun, humorous element to reinforce key

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The Handbook of Communication Skills is recognised as one of the core texts in the field of communication, offering a state-of-the-art overview of this rapidly evolving field of study. This

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comprehensively revised and updated fourth edition arrives at a time when the realm of interpersonal communication has attracted immense attention. Recent research showing the potency of communication skills for success in

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many walks of life has stimulated considerable interest in this area, both from academic researchers, and from practitioners whose day-to-day work is so dependent on effective social skills. Covering topics such as non-verbal behaviour, listening,

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negotiation and persuasion, the book situates communication in a range of different contexts, from interacting in groups to the counselling interview. Based on the core tenet that interpersonal communication can be conceptualised as a form of

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skilled activity, and including new chapters on cognitive behavioural therapy and coaching and mentoring, this new edition also places communication in context with advances in digital technology. The Handbook of Communication

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Skills represents the most significant single contribution to the literature in this domain. Providing a rich mine of information for the neophyte and practising professional, it is perfect for use in a variety of contexts, from theoretical

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mainstream communication modules on degree programmes to vocational courses in health, business and education. With contributions from an internationally renowned range of scholars, this is the definitive text for students, researchers and

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professionals alike.

The Tell-Tale Entrepreneur

Leading Effective Virtual Teams

Lessons from Successful

Executives, Politicians,

Entrepreneurs, and More

You're Not Listening

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Business Information Sources

Overcoming Time and Distance to

Achieve Exceptional Results

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strong emphasis to
completeness,
conciseness,***

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***consideration,
concreteness, clearness,
courteousness, and
correctness in business
communication. These
"seven Cs" guide student-
readers to choose the***

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content and style that best fits the purpose and recipient of any given message. Pedagogically rich, most chapters in this paperback text include checklists, mini-

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***cases and problems,
"Communication Probe"
boxes which summarize
related research, and
sidenotes that isolate
significant points that
should not be missed.***

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***Two new chapters are
devoted to ethics and
technology respectively.
Business Communication:
Making Connections in a
Digital World, 12/e by
Lesikar, Flatley, and***

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Rentz provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. At their

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access to an online Tools
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and pedagogically
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field. It has realistic
examples that are both
consumer-and business-***

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oriented.

***Do you know a child with
social learning
challenges? Do they
struggle to see the big
picture, be flexible, take
the perspective of others,***

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***problem solve in real
time, and/or read
nonverbal
communication? Do they
have trouble connecting
with others by sharing
meaningful memories or***

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***making plans for the near
and distant future? Is it
hard for them to express
their emotions calmly
using language - often
getting upset instead?
These skills are needed in***

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every interaction and social opportunity that we have in life, but for a child with social learning challenges, they can seem out of reach. Wouldn't it be great if there was a

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***way that you could
support growth in these
areas for someone you
care about? A method
that was woven into
everyday interactions and
social opportunities? That***

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***is what this book is about.
It's to help you, the
person who cares deeply
about someone with
social learning
challenges, use everyday
incidental moments to***

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***teach and guide your
child's social learning.
You might be a therapist
or a teacher, or you might
be a parent, grandparent,
or babysitter. This book
was written to help you***

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feel equipped to make a difference, simply by being mindful of your own communication and speaking style. What you say, and how you say it, matters!

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writing at work, with
practical applications for
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efficiently. A winning
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Writing Book You'll Ever
Need addresses a wide-
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business communication
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clear requests, write for
your reader, start strong***

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***putting together a
persuasive project
proposal or dealing with
daily email. Laura
Brown's supportive, no-
nonsense approach to
business writing is***

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***thoughtfully adapted to
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corporate landscape.
Complete with insightful
sidebars from experts in
various fields and easy-to-
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punctuation, this book
offers essential tools for
success in the rapidly
changing world of
business communication.
Connecting in a Digital***

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World

***Making Connections in a
Digital World***

***Writing for the Workplace
Speak Up, Show Up, and
Stand Out: The 9***

Communication Rules

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***You Need to Succeed
Communication for
Business
The Only Business
Writing Book You'll Ever
Need***

Communicating a message effectively

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needs precision—be it verbal or non-verbal. At the professional front, the accuracy of the message to be shared becomes all the more important as the business decisions may depend on the same. This book, in its second edition, continues to detail on the pre-requisites of communicating effectively in the

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corporate environment and generally. Beginning with an overview of business communication, the book educates on the principles of communication—oral and written. Divided into nine chapters, the first two chapters deal with oral communication and the next seven deal with different

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forms of written communication. The book teaches how to write effective letters and prepare persuasive resumé. The chapters are well-supported with many examples and illustrative exhibits wherever required. A new chapter (Chapter 9) has been added titled 'Writing to Communicate' which

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presents incorrect use of language and phrases that rob the text, be it a report or a letter, of authenticity and credibility. The chapter also presents correct use of the examples and the rationale or logic in the form of explanations. Designed as a textbook for the management students, this

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book would be equally useful for the management professionals and executives. Key features • Observes a simple pattern of Read-Comprehend-Test-Follow • Discusses strategies for identification and improvisation of communication skills (both oral and written) • Provides numerous examples

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and illustrations that facilitate proper grasp of the topics discussed.

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discourages big ideas and leaders who focus on happiness rather than greatness." Training Magazine We've all heard the saying that a happy employee is a motivated employee. But what if that's not true? Leadership IQ CEO Mark Murphy says the "happy employee" philosophy doesn't work. A

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study of more than 500,000 leaders and employees shows that despite the billions of dollars organizations spend to satisfy and engage workers, 72% of employees admit they're still not giving their best effort at work. Rather, it's leaders who focus on making their people great—not happy—who inspire

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Hundred Percenter performance. If you talk to the employees behind today's great innovations, you're unlikely to hear, "I was inspired by a boss who coddles me." Instead you'd probably hear, "My boss challenges me and pushes me past my limits." Most workplaces are brimming with

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untapped talent— only it's suppressed by leaders who fail to connect with and challenge employees to unleash their true potential. Here are just a few of the big ideas in Hundred Percenters: The harder the goals you set, the better your employees will perform You should never use a Compliment

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*Sandwich to deliver feedback Talented
Terrors—people with great skills and a
bad attitude—can destroy your
company culture Before you can start
motivating Hundred Percenters, you
have to stop demotivating them You
should never ask your employees if
they're “satisfied” This groundbreaking*

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book debunks management fads that don't apply to today's workplace and provides the facts, theories, and direction you need to become a 100% Leader. Apply Murphy's leadership lessons and you'll see innovation, productivity, and profits soar, while employee turnover rates plummet.

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Hundred Percenters will bring out the best in your workforce.

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Leading scholars respond to the famous proposition by Andy Clark and David Chalmersthat cognition and mind are not located exclusively in the head.

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A proliferation of new technologies has lulled many into thinking that we actually have to think less about how we communicate. In fact, communicating and collaborating across time, distance, and cultures has

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leaders engage and motivate their geographically dispersed project team members. If you're a leader of any type of virtual team and want to help your team members collaborate more effectively, then buy this book. You will learn how to: Build trust and

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cultivate relationships, virtually, across
your team Design and facilitate virtual
meetings that are focused and engaging
Influence without authority Motivate
and galvanize a virtual team for top
performance Blend asynchronous and
synchronous communications for better

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virtual collaboration Navigate cross-cultural and generational differences in the absence of vital visual cues Assess skills, strengths, aptitudes, and preferences from afar Handle other tough issues that can trip up virtual teams The ideas in this book are based

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on Nancy Settle-Murphy's decades of experience working as a change management consultant, facilitator, and trainer for project teams around the world. Designed to be read section by section in any order, this book shares approaches and techniques to help you

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address some of the toughest challenges virtual team leaders face, including keeping team members engaged from afar.

The paths that leaders walk significantly influence their success, offering differential opportunities and

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challenges. While conventional wisdom suggests that leadership styles and approaches may be equally effective across all situations, more recent research demonstrates the importance of employing strategies more specifically aligned with the

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context. This book offers critical insights and strategies, currently missing from the repertoire of leaders and their supporters, for managing across six distinct paths into leadership positions: promoted, hired, elected, appointed, founded, and family legacy.

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It illustrates lessons drawn from within and across paths, presented through themes, quotes, and stories drawn from interviews with over 60 successful leaders (executives, politicians, entrepreneurs, and more). While it is evident that these paths differ, those

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who study, hire, mentor, and coach leaders rarely consider the distinctions, nor suggest what may be learned across the paths. The emerging leaders, HR professionals, researchers, and coaches among the book's readers will learn not only from those who have walked one

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particular path, but also from the experiences of those trekking in other directions. Most leaders will cross from one path to another over the course of their career. Some executives interviewed for the book worked their way up the ladder in one company,

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only to be recruited to fill a C-suite position in another company. Others were appointed to high-level government positions after stints as elected officials. The authors identify major distinctions when moving across the six paths. By reading this book,

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leaders and those who support them will develop greater self-awareness about each path so they can better leverage and manage their new challenges and opportunities from the first day in their new leadership position.

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The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field. The four main sections of the

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Handbook cover: Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book incorporates not only an historical view of the field, but also looks to

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possible future developments.

Contributions from international scholars and practitioners, focusing on specific issues, explore the major approaches to professional communication and bring into focus recent research. This is the first

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handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional

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communication.
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equal parts *The Great Gatsby*
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day of Barack Obama's inauguration, an enigmatic billionaire from foreign shores takes up residence in the architectural jewel of "the Gardens," a cloistered community in New York's

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Greenwich Village. The neighborhood is a bubble within a bubble, and the residents are immediately intrigued by the eccentric newcomer and his family. Along with his improbable

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name, untraceable accent, and unmistakable whiff of danger, Nero Golden has brought along his three adult sons: agoraphobic, alcoholic Petya, a brilliant recluse with a tortured mind; Apu, the

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flamboyant artist, sexually and spiritually omnivorous, famous on twenty blocks; and D, at twenty-two the baby of the family, harboring an explosive secret even from himself. There is no mother,

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no wife; at least not until Vasilisa, a sleek Russian expat, snags the septuagenarian Nero, becoming the queen to his king—a queen in want of an heir. Our guide to the

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Goldens' world is their neighbor René, an ambitious young filmmaker. Researching a movie about the Goldens, he ingratiates himself into their household. Seduced by their mystique, he is inevitably

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implicated in their quarrels, their infidelities, and, indeed, their crimes. Meanwhile, like a bad joke, a certain comic-book villain embarks upon a crass presidential run that turns New York upside-down. Set against

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the strange and exuberant backdrop of current American culture and politics, *The Golden House* also marks Salman Rushdie's triumphant and exciting return to realism. The result is a modern epic of

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masterpiece . . . telling a story full of wonder and leaving you marveling at how it ever came out of the author's head."—Associated Press

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Fitzgerald, Homer, Euripides,
and Shakespeare collaborated
on a contemporary fall-of-an-
empire epic set in New York
City, the result would be The
Golden House."—Poets &
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American—no, world!—literature
. . . a Greek tragedy with Indian
roots and New York
coordinates."—San Francisco
Chronicle

Today's managers, business
owners, and public relations

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practitioners grapple daily with a fundamental question about contemporary crisis management: to what extent is it possible to control events and stakeholder responses to them, in order to contain

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escalating crises or safeguard
an organization's reputation?

The authors meet the question
head-on, departing from other
crisis management texts, and
arguing that a complexity-
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model of organizational
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follow strategies that will improve their workplace writing. The first section of the book addresses writing in today's fast-paced business and professional contexts and discusses writing as a

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process; professional writing style; writing tools; characteristics of effective workplace communication; and basic document design.

The second section is a more detailed exploration of

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common written genres in the workplace including email messages, letters, social media, short and long reports, presentations, and employment communication. Each section includes sample

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documents and examines organization, tone, and genre elements. Helpful checklists and easily scannable text make the book accessible and readable.

The Golden House

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EFFECTIVE BUSINESS
COMMUNICATION

What You're Missing and Why
It Matters

Truth at Work: The Science of
Delivering Tough Messages

Business Communication

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Hiring for Attitude: A
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returns, with the latest science and techniques for delivering tough messages without causing anger or defensiveness. The greatest workplaces have one thing in common; they speak the truth! And they do it without causing anger, resentment, or defensiveness.

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Unfortunately, a whopping 80 to 90 percent of employees and managers are reluctant, or struggle, to speak the truth. New York Times bestselling author Mark Murphy provides the science and tools for calmly and rationally leading people to question their preconceptions, accept new

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information, and eventually change their beliefs. Truth at Work shows that by moving from confrontations to conversations, from feelings to facts, and from diatribe to dialogue, you can get everyone to hear and accept hard truths. You ' ll learn:

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cognitive dissonance, the Dunning-Kruger effect, and selective perception cause people to deny, resist or attack the truth • How to delayer your conversations into 4 parts (Facts, Interpretations, Reactions, Ends) and which pieces you should and shouldn't share • How the 5-part I.D.E.A.S.

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can be a great deal hanging
on it. Whether the
communication concerned is a
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to a meeting, a report or a
presentation, it can prompt

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agreement or action, it can seal a good deal; drive a hard bargain and enhance your profile and boost your reputation as it does so. Or not: for instance making a poor presentation may do real damage and allow no

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(and prepare quickly) and deliver messages in a clear, succinct, precise, descriptive, informative, and impressive way - and that they are effective. That is, they achieve your purpose with others, however

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technical, complex or difficult the topics they may involve. Take no risks. Guarantee communications success and enhance your profile as you do so. People aren't looking for an explanation, they want to

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hear a story. We've all survived PowerPoint presentations that feel more like hostage dramas; the only thing worse is when you realize that you are the hostage-taker. Standing at the front of the room,

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slogging through your
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