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Say it Right the First Time (2nd)

By Loretta Malandro

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Say it Right the First Time (2nd), Loretta Malandro, Master the communication skills that allow great leaders to produce extraordinary results. Language creates reality. "Say It Right the First Time" reveals the key underlying communication principles that inspire people to perform at the highest levels. It puts you in command of the new language of leadership and provides the communication skills needed to motivate people, move up the career ladder, and handle difficult situations with aplomb. This comprehensive guide features proven techniques and strategies for raising the bar on accountability, getting your point across, and inspiring others to do the impossible. You'll gain valuable insights into the emotional impact of words and how to use these "emotional triggers" to connect with others. You'll also discover more than 200 power words and phrases that you can use to become a highly effective leader. Armed with these words and the knowledge of how to use them, you will: become an exceptional leader, manager, and coach; inspire others to excellence; respond effectively to difficult people and unexpected confrontations; avoid "killer words" that derail initiative and teamwork; and, learn how to harness your power to...


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