



## Stop Talking, Start Communicating: Counterintuitive Secrets to Success in Business and in Life

By Geoffrey Tumlín, Martha Mendoza

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Stop Talking, Start Communicating: Counterintuitive Secrets to Success in Business and in Life, Geoffrey Tumlín, Martha Mendoza, Proven counter-intuitive ways any business professional can use to communicate meaningfully and productively in today's oversaturated digital environment. Describes how quality communication has been degraded by today's overuse of quick, cheap, and easy digital communication such as e-mails, texts, and social media-and helps professionals connect with others in real, meaningful ways to get more accomplished than ever. Tumlín's counter-intuitive methods include: Don't Be Yourself (your first communication response is usually your worst); Don't Solve Problems (resist the urge to handle every issue that comes your way); and, Play Dumb (give people an opportunity to self-correct). The author has served as a business communications consultant to organizations such as Capital One Bank, Boston Scientific Corporation, Wyeth/Pfizer, and Shell Oil, among others.



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