



10 Simple Secrets of the Worlds Greatest Business Communicators

By Gallo

Sourcebooks, Inc., 2005. Hardcover. Book Condition: New. Dust Jacket Condition: New DJ. Sourcebooks, Inc. 2005 New/New DJ Editorial Reviews Product Description From business to politics, those who command attention are masters at developing and delivering their message. Never before have so many CEO's, executives and experts shared the secrets behind their dazzling presentation skills. You'll hear directly from Starbucks Chairman Howard Schultz; Intuit founder Scott Cook; personal finance guru Suze Orman; Monster founder Jeff Taylor; Corcoran Group founder Barbara Corcoran; as well as many others. You'll learn how leaders like Arnold Schwarzenegger, Steve Jobs, John Chambers, and Richard Branson electrify today's toughest audiences. The offers techniques and proven tips that explain how these successful people connect with audiences who demand passion, inspiration, preparation, clarity, brevity, and simplicity, all delivered in a visually compelling package. Business professionals at all levels will benefit from the stories, profiles, interviews and techniques featured in 10 Simple Secrets. About the Author Carmine Gallo is a corporate presentation coach and Emmy award-winning journalist who has spent 15 years as an anchor, host and business correspondent for several media outlets including CNN, Fox, CNET and CBS.



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