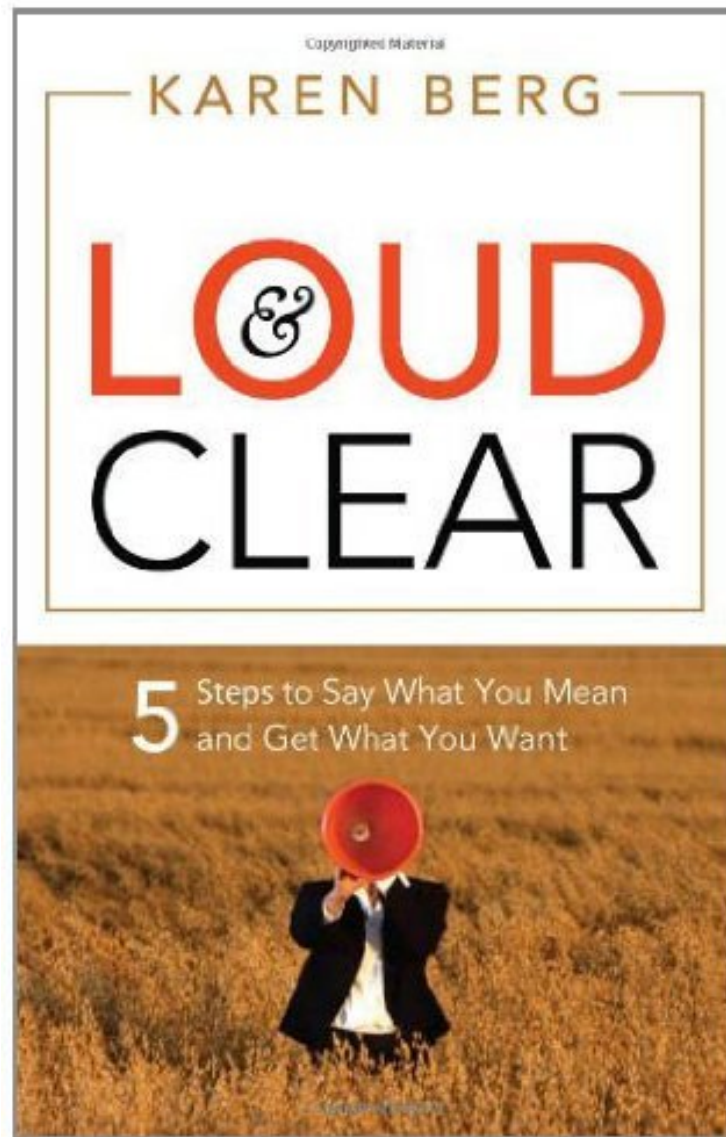


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Loud Clear: 5 Steps to Say What You Mean and Get What You Want

Karen Berg

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Karen Berg : Loud Clear: 5 Steps to Say What You Mean and Get What You Want before purchasing it in order to gauge whether or not it would be worth my time, and all praised Loud Clear: 5 Steps to Say What You Mean and Get What You Want:

0 of 0 people found the following review helpful. Three StarsBy CustomerIt is an easy read.3 of 3 people found the following review helpful. A concise guide to communicating effectivelyBy Rolf DobelliBecoming a successful public

speaker is an acquired talent. Those who suffer stage fright or who don't speak well may believe that they can do nothing to become commanding communicators. They are wrong. Take Ancient Greek statesman Demosthenes. As a youth, he had such a severe speech impediment that people would mock him whenever he spoke. To cure himself, Demosthenes practiced giving speeches with pebbles in his mouth. Eventually, he became one of the classical world's greatest orators. Anyone can learn to become a strong speaker and communicator. One good way to do so is to read Karen Berg's new book on powerful communication. getAbstract recommends this book to anyone who must speak clearly and persuasively to others. Today, that includes just about everyone. 4 of 4 people found the following review helpful. An invaluable instructional
By Midwest Book Review
All of the most successful people have a solid filter between their brain and their mouth. "Loud Clear: 5 Steps to Say What You Mean and Get What You Want" is a practical and 'real world' guide to getting what one wants without making a complete fool of oneself. Good speaking is a skill that must be learned and mastered. Body language, speech mannerisms, and being able to connect with listeners are all part of effective speech. "Loud Clear" is an invaluable instructional for anyone who wants to get their message across properly.

Loud Clear is essential for everyone who needs to know how to get what he or she wants from anyone. Whether you need to get a message through to an employer, team, committee, your staff, your neighbor, teacher, student, or spouse, this book will show you how to get their attention by:

- * Using your head. Before you even think about opening your mouth, you need to think long and hard about the person you want to influence and how to say what you want.
- * Connecting with your listener(s). Berg will show you how to establish chemistry and intimacy with your listeners--from an individual to a stadium-sized audience--to make them want to listen to you.
- * Keeping their interest. Why "soft" communication, such as story-telling and picture-painting, are important devices and how to use them effectively. Plus, how to avoid the dreaded "drone factor."
- * Saying it right. Speech and body language techniques make a lasting impression.
- * Anticipating and overcoming the negatives. How to recognize disaster before it strikes, and handle it when it does.

Each chapter also features a topic-specific "plan of attack," plus plenty of client stories, checklists, worksheets, and quizzes. For an employee trying to get a raise, a committee leader who needs to motivate a team, a traveler trying to book a better flight, or a student trying to clinch a better grade, Berg's proven methods will help you say what you mean to get what you want.

From the Back Cover "Whether you're training a junior account executive in presentation skills or media training a CEO in the middle of a PR crisis, Karen Berg delivers, helping find a winning bottom line message no matter the need." --John Frazier, executive vice president, Quinn Co.
About the Author NULL