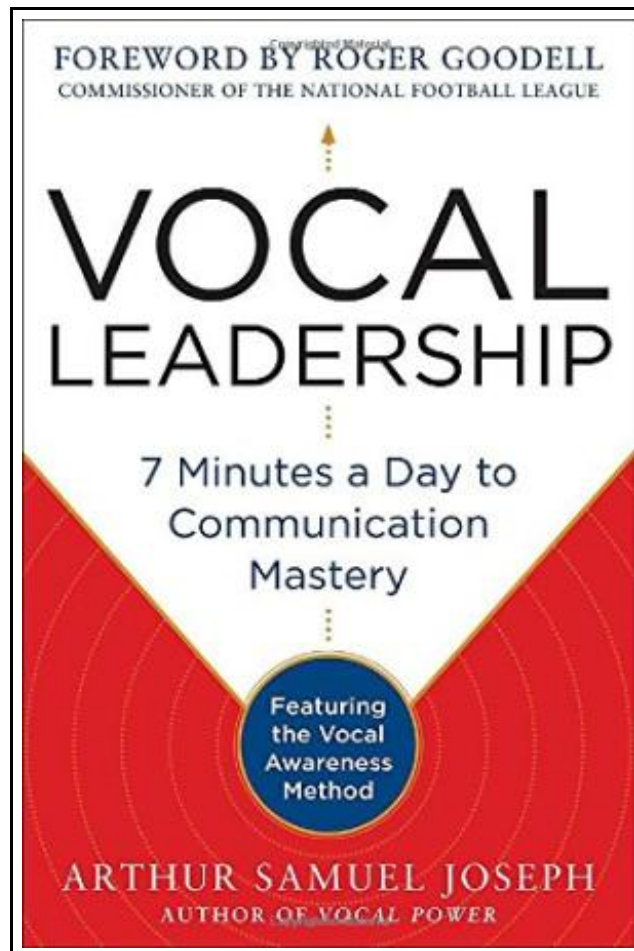


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VOCAL LEADERSHIP: 7 MINUTES A DAY TO COMMUNICATION MASTERY, WITH A FOREWORD BY ROGER GOODELL

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Mcgraw-Hill Education Ltd Nov 2013, 2013. Buch. Book Condition: Neu. 236x156x30 mm. Neuware - Communicate like a LEADER Research proves that the greatest impact speakers have in any conversation comes not only from the words they say but from the sound of their voices. In other words, it is not just the message but the messenger that matters. No one has a better grasp of this fact--and how to leverage it to your benefit--than Arthur Samuel Joseph, one of the world's leading communication strategists and the creator of the Vocal Awareness Method. Joseph's client list is a who's who of world-famous celebrities--including Sean Connery, Angelina Jolie, Pierce Brosnan, Earvin 'Magic' Johnson, Emmitt Smith, and Arnold Schwarzenegger. He has trained broadcasters and executives at the NFL Network, NBA, MLB, ESPN, Fox, and NBC, as well as business leaders at Deloitte, Ernst & Young, Disney, Toyota, Ritz-Carlton, and the Federal Reserve Bank, among others. In Vocal Leadership, Joseph shares all his secrets to Communication Mastery with you. Vocal Leadership provides proven techniques and daily exercises to help you develop a commanding voice and presence, and improve vocal quality, mental acuity, body language, and self-esteem to dramatically increase your influence. Joseph takes you step-by-step through the process of becoming an effective and powerful speaker by providing insight into: Breathing techniques Vocal warm-ups Vocal projection Appropriate tempo Body language Verbal and nonverbal expression Effective storytelling You'll learn how to be in mastery in every conversation, public address, and personal encounter--and how to be tactical and strategic when necessary, earnest and caring when appropriate, and, above all, authentic in every communication. Whether you're delivering a sales presentation to a group of five or giving a shareholders speech to an audience of hundreds, the way you communicate is the difference between success and failure as a...



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