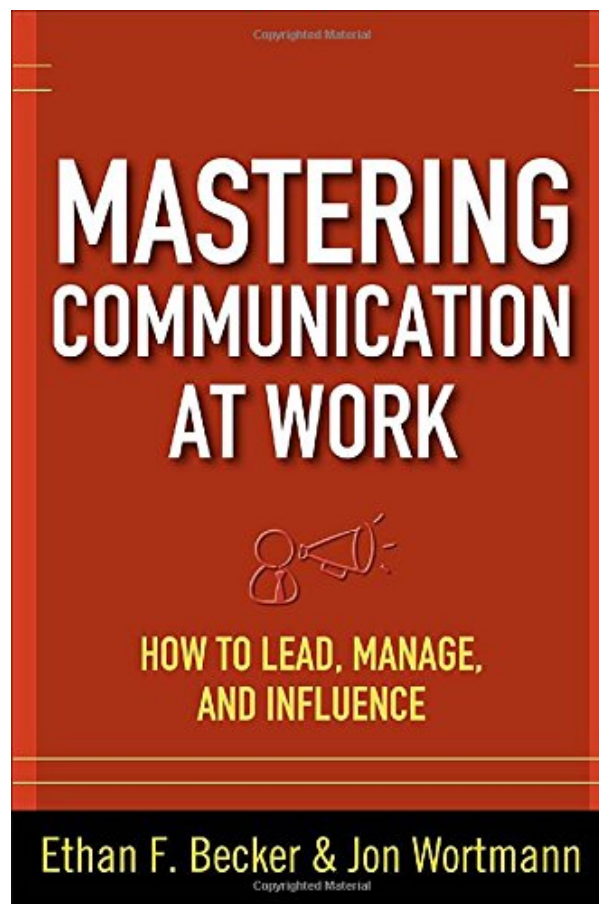


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HOW TO LEAD, MANAGE, AND INFLUENCE  
BY ETHAN F. BECKER, JON WORTMANN**



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From the Back Cover

Learn the secrets of today's greatest communicators!

Communication is a make-or-break skill for leaders and managers in every industry and workplace. Mastering Communication at Work delivers the skills you need to build your confidence, motivate your people, and, ultimately, enact measurable change throughout your organization.

Even people who seem to have a natural gift for leadership must practice the nuances of how they communicate every day. With the help of this book, anyone can learn the craft of powerful communication, and top performers can continuously hone their technique.

Providing expert insight into the subtleties of communication that affect the behavior of others, Mastering Communication at Work is designed to help you practice and test your new skills so you can quantify your progress. In no time, you will learn how to:

- Empower teams
- Reduce stress
- Garner trust
- Deliver memorable presentations
- Satisfy clients

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## About the Author

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Mastering Communication at Work is based on 45 years of research and working with over half-a-million clients around the world. From leaders of countries to leaders of companies to people just starting out in their career, Becker and Wortmann teach techniques that start with the essential wisdom of Aristotle and include the best practices in today's global organizations.

The book includes interviews with leaders who reveal the inside story of the communication secrets at:

- The White House  
Doris Kearns Goodwin, presidential historian and Pulitzer Prize winning author
- Google  
Laszlo Bock, Vice President, People Operations
- EMI Publishing  
Big Jon Platt, President
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- Harvard Business School  
Tony Mayo, Director of the Leadership Initiative
- The New York Giants  
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Mastering Communication at Work provides clear, actionable advice you can put to use right away and simple drills to practice during your next meeting, one-on-one conversation?or even sitting at your desk.

Use Mastering Communication at Work as your coach and you'll see immediate results in yourself, your people, and your organization.

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Sounds Like it Would be Usefull, but not so Much in Practice.

By Andrew

Thought this might be useful for work but boring as hell.

There are some really good tips in this book but, depending on where you work, a lot of it is impractical in the real world. For me, the parts you can work on and practice by yourself are worth paying attention to. Many of the suggestions involving work colleagues will make you look like a noob grad who just read a book on work communication :)

Read it and take what you can from it. Practice the techniques where you can and judge other peoples reactions to see what works for you.

The most annoying part of this book for me was that the author constantly switched between 'he' and 'she' in his examples. Sometimes even in the same paragraph which made for confusing reading.

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Good information

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As a communications professional, I admit to being skeptical with each new Communications mastery book. A few pages in, I realized that I had stopped evaluating and started learning. What a delight it was to read this! Wortmann and Becker nailed the most important aspects of highly effective communications. Too often, aspiration titans of commerce focus more on the strategic and financial curriculum within an MBA, without paying close attention to the "difference makers" contained within. Well worth the time to read and learn for this book.

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