

## Say it Right: The First Time



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Tata McGraw-Hill Education Pvt. Ltd., 2006. Softcover. Book Condition: New. First edition. Get what you want at work the first time and every time Being a business professional is all about managing, motivating, and leading, or, in other words, getting people to do what you want. And, far and away, the most important tool for accomplishing this objective is language. Written by an internationally recognized expert on business communications, this book offers managers deep insights into the power of language and how to wield it effectively in any organization. Loretta Malandro arms readers with more than 200 power words and phrases designed to help readers become better managers, leaders, and coaches. She also reveals communication secrets such as emotional triggers, victim versus ownership language, escape phrases, as well as language for "softening the edges," reframing, accountability, and recovering from communication gaffes. Malandro also provides: \* Invaluable insights into the emotional power of words \* Priceless techniques to connect with and move an audience \* Tips on recognizing "killer words" and overcoming the trouble they can cause \* An arsenal of strategies, scripts, work sheets, and self-tests for gauging current communication skills and pinpointing weaknesses Printed Pages: 240.



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