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Communicate or Die: Getting Results Through Speaking and Listening (Global Leader Series Book 1) (English Edition)



Par Thomas D. Zweifel

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Description :

Prsentation de l'diteur Frustrated by endless indecisive meetings, lack of alignment, mistrust, blame games, toxic colleagues, turf wars, and/or weak performance? All of these are a result of bad communication. Often leaders have a great vision, but dont know how to communicate their strategies and turn them into results. Just as often, a companys staff has insight and information that never makes its way to the top. In short, the difference between a good company and a great one may lie in its ability to communicate. In "Communicate or Die," Dr. Zweifel shows you how to achieve breakthrough performance simply by changing the way you speak and listen. Learn how to: Prevent communication disasters of firms like Bridgestone, AOL, Intel, and others. Be a master communicator who inspires action. Gain power in any conversation by reading between

the lines. Win any argument, negotiate effectively and build win-win situations. Learn the 5 keys to influencing and having people want what you want (without being pushy). Master the 5 secrets of building trust and credibility. Harness the power of your speaking and listening to shape reality. Climb the Matterhorn of Masterful Listening and reach the peak of skillful communication. Speak powerfully in public and find the words that people most need to hear. Avoid the 4 Deadly Sins of Speaking and minimize clutter in your language. Learn the 6 secrets of effective feedback (even to your boss) to de-escalate conflicts and avoid World War III. And much more. There is hardly an issue, from lawsuits to divorce, from failed mergers to strategy alignment, that cannot be solved through great communication. Get *Communicate or Die* today and, in a quick, easy and fun read, transform your capacity to get the results you want. "Everybody should read this book its going to cost you next to nothing to read. You can substitute one evening of entertainment and make a difference in your life and work for years to come. Ali Velshi, Anchor, CNN" The book underscores what an important tool speaking and listening can be if handled effectively. You have a choice: you can use your communication skills to build great results and leaders, or you can do enormous damage. This primer deserves to be read by managers of all stripes. Hal Burlingame, former Executive Vice President, AT&T The chief medium of leaders is communication. Zweifels powerful yet simple principles, practices and tools enable leaders to use a free commodity language to produce breakthrough results. Col. Joseph LeBoeuf, Head, Leadership Program, U.S. Military Academy, West Point I keep this book with me at all times, I carry it in my briefcase, because you never know when you might need it to inspire a colleague, or brush up on your speaking and listening skills. An excellent book. Michael Gentz, General Manager, ConocoPhillips Germany *Communicate or Die: Getting Results Through Speaking and Listening* is a concise, wise and witty book that will help any company or team build its communication muscle and increase its results exponentially while doing so. Nothing is more important or powerful than full communication but research on the power of effective speaking and listening is rare, so Thomas Zweifels book fills an important gap. Leaders and managers in any sector would do well to read this book and give it to their people. Lynne Twist, author of "The Soul of Money" I am a huge believer in *Communicate or Die*. When leaders build communication into day-to-day life, the difference in team performance is amazing. When people speak and listen effectively, they get better information, better strategic intelligence, and better results. Zweifels short book is absolutely essential for you and your people if you want tight championship teams. Steve Baird, Managing Director, Human Resources, UBS Presentation de l'diteur Frustrated by endless indecisive meetings, lack of alignment, mistrust, blame games, toxic colleagues, turf wars, and/or weak performance? All of these are a result of bad communication. Often leaders have a great vision, but dont know how to communicate their strategies and turn them into results. Just as often, a companys staff has insight and information that never makes its way to the top. In short, the difference between a good company and a great one may lie in its ability to communicate. 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