



What to Say to Get Your Way: The Magic Words That Guarantee Better, More Effective Communication

John Boswell

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A snappy book of simple conversational swaps that reveals how to talk so everyone will listen
Words matter. They can inform, soothe, sting, reverberate, and leave scars. And the wrong words can turn off—literally—the listener, transforming what should be an exchange of information, feelings, and ideas into dead air time. So many of our dialogues with others are like scripts—we say the same things, ask the same questions, react in the same ways, and get the same (predictably bad) responses. Our verbal interactions with others often illustrate that famous definition of insanity: doing the same thing over and over and expecting a different response. With quick-take visuals and a smart sense of how human beings really talk to each other, *What to Say to Get Your Way: The Magic Words That Guarantee Better, More Effective Communication* can turn dead air time into something productive. It's a simple, effective toolbox that will train anyone to say what he means effectively and powerfully.



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