



What More Can I Say?: Why Communication Fails and What to Do About It

Dianna Booher

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An essential guidebook for honing business communication skills...

Communications expert Dianna Booher provides an essential nine-point checklist for success in the art of communication and persuasion—for building solid relationships, and for increasing credibility in the workplace. With lessons from politics, pop culture, business, family life, and current events, the book identifies common reasons that communicators fail to accomplish their goals, along with examples and analyses of messages that succeed and those that fail.

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