

《移动世界》

图书基本信息

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内容概要

Praise for Move the World

"Selling something? Persuading someone? Motivating someone? Read Move the World and you will. Every time."-Jeffrey Fox, author of the New York Times bestseller How to Become CEO

"With Move the World, executives can shorten the time and cost to market by learning to communicate goals and timetables succinctly to their teams, suppliers, investors, advisors, and customers. Mastering Brenner's framework is truly essential for entrepreneurial success."-Elizabeth Riley, Adjunct Professor of Entrepreneurship, Babson College

"The Move the World System demystifies the art of persuasion and will give anyone who puts it into use a powerful competitive advantage."-Bryan Gildenberg, Chief Knowledge Officer, Management Ventures, Inc.

"Persuasion is vital to success. Brenner recognizes this truth, and Move the World gives you a clear, powerful system to move your audience and achieve your goals."-Jonathan Wolcott, Partner, Holland & Knight LLP

"This book is a must-read and an invaluable companion for those who need to communicate effectively with an audience. Move the World will help you sell, lead, motivate, and persuade."-Thomas D. Lips, Senior Vice President at a major international investment firm

"Move the World is a great read, and I was able to put the ideas into use immediately. It's the perfect tool for the busy professional who needs to be more persuasive."-Michael B. Davis, Managing Director at a major international investment bank

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作者简介

Dean M. Brenner is the President and founder of The Latimer Group LLC, an executive coaching and training firm that teaches persuasive speech and effective communication skills to its Fortune 500 clients. In addition, as Chairman of the United States Olym

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