

10 Simple Secrets of the World's Greatest Business Communicators

Carmine Gallo

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Carmine Gallo : 10 Simple Secrets of the World's Greatest Business Communicators before purchasing it in order to gauge whether or not it would be worth my time, and all praised 10 Simple Secrets of the World's Greatest Business Communicators:

How you too can learn the presentation secrets behind today's greatest CEOs Acclaim for 10 Simple Secrets of the World's Greatest Business Communicators "As a leader, you have to do more than promote your brand...you have to

live it! Carmine Gallo's engaging new book will show managers and executives how to embody the promise of their companies' products and services, and get people excited about their brand." -Jeff Taylor, Founder and Chief Monster, Monster.com "I wish that 10 Simple Secrets had been available when I was just starting as a real estate agent in New York. It would have shaved years off my learning curve as a public speaker. Carmine's book is a must-read for service professionals, CEOs, managers or anyone who needs to persuade for a living." -Barbara Corcoran, Founder, Corcoran Group "If you run a company or aspire to, this book is a must-read to understand how the CEO is the most effective tool in a company's communication arsenal to differentiate itself with customers, employees and investors." -Ron Ricci, Vice President of Corporate Positioning, Cisco Systems, Inc. "10 Simple Secrets is direct, fascinating and very credible--after all, these guys are wildly successful!" -Stuart Varney, FOX News business journal "10 Simple Secrets is a book that should be read by anyone who does public presentations, no matter how expert. Gallo has collected good, often forgotten advice and stitched it together into a valuable resource. A keeper. Highly recommended." -John C. Dvorak, columnist, PC Magazine