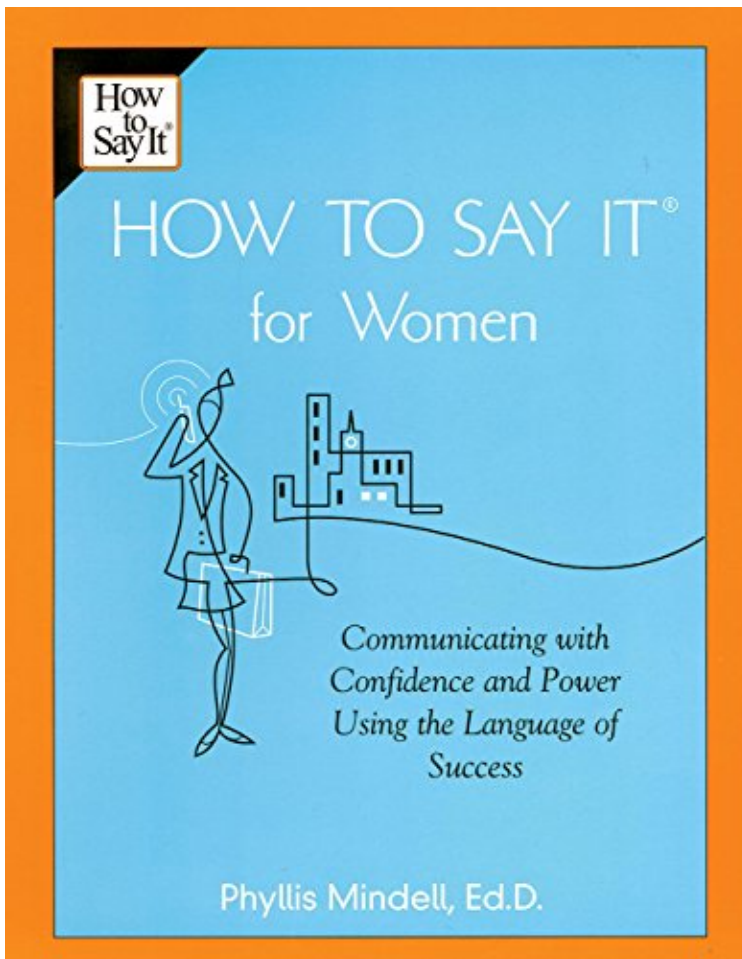


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How To Say It for Women: Communicating with Confidence and Power Using the Language of Success



Par Phyllis Mindell
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Description : Description du produit Phyllis Mindell, an acclaimed expert on professional communications, shows women how to transform themselves by transforming their language; shed weak words, phrases, and gestures; empower themselves to win attention and respect; and get their ideas across with confidence and power. Perhaps the best teacher of how the power of language can transform is an unexpected one: Charlotte the spider of E.B. White's, Charlotte's Web. Mindell demonstrates how Charlotte communicated messages that gained national attention and saved a friend's life. As a model, she combines female strengths of wisdom and compassion with the determination and power to make a difference. As part of Prentice Hall Press's highly successful How to Say It tm series, How to Say It tm for Women is packed with practical tips, techniques, and examples that arm women to grapple with every communication issue, from choosing the right word or sentence to speaking, reading, writing, leading, dressing, and interviewing effectively. Readers will learn how to: shun words that weaken messages and make women invisible; sail through interviews;

assess and develop leadership skills; say NO, kindly but firmly; respond appropriately to slurs, insults, and harassment; say the one winning word that gets people to follow directions. True stories about women in every field, along with quotes from Ruth Bader Ginsberg, Carla Hills, Amelia Earhart, Elizabeth Dole and others, enable women to tap the power of words to persuade, motivate, establish authority, and make a difference-- without sacrificing their integrity, their compassion, or their femininity.

Prsentation de l'diteurAn expert on professional communications teaches women how to transform themselves by shedding weak phrases, gestures and words, in order to command respect, motivate, establish authority, and make a difference.Prsentation de l'diteurAn expert on professional communications teaches women how to transform themselves by shedding weak phrases, gestures and words, in order to command respect, motivate, establish authority, and make a difference.JA Majors Book InfoA guide for women in the workplace to developing stronger language and communicating powerfully. Offers ready to use action plans, self evaluations and crib sheets, as well as stories and advice from women succeeding in the workplace.

Shows how to get respect without sacrificing dignity or femininity. Softcover. DLC: Business communication.