

<<移动世界>>

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内容概要

"Selling something? Persuading someone? Motivating someone? Read Move the World and you will. Every time."
"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." "The Move the World System demystifies the art of persuasion and will give anyone who puts it into use a powerful competitive advantage." "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." "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." "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."

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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