

The Exceptional Speaker

"Anyone pursuing success must read this book." —Chris Voss, author of *Never Split the Difference* A master class in leadership from the world's top body language expert From internationally bestselling author and retired FBI agent Joe Navarro, a groundbreaking look at the five powerful principles that set exceptional individuals apart Joe Navarro spent a quarter century with the FBI, pursuing spies and other dangerous criminals across the globe. In his line of work, successful leadership was quite literally a matter of life or death. Now he brings his hard-earned lessons to you. *Be Exceptional* distills a lifetime of experience into five principles that outstanding individuals live by: Self-Mastery: To lead others, you must first demonstrate that you can lead yourself. Observation: Apply the same techniques used by the FBI to quickly and accurately assess any situation. Communication: Harness the power of verbal and nonverbal interaction to persuade, motivate, and inspire. Action: Build shared purpose and lead by example. Psychological Comfort: Discover the secret ingredient of exceptional individuals. *Be Exceptional* is the culmination of Joe Navarro's decades spent analyzing human behavior, conducting more than 10,000 interviews in the field, and making high-stakes behavioral assessments. Drawing upon case studies from history, compelling firsthand accounts from Navarro's FBI career, and cutting-edge science on nonverbal communication and persuasion, this is a new type of leadership book, one that will have the power to transform for years to come.

Turn any presentation into a landmark occasion "I love this book. I've followed Humes's lessons for years, and he combines them all into one compact, hard-hitting resource. Get this book on your desk now."—Chris Matthews, *Hardball* Ever wish you could captivate your boardroom with the opening line of your presentation, like Winston Churchill in his most memorable speeches? Or want to command attention by looming larger than life before your audience, much like Abraham Lincoln when, standing erect and wearing a top hat, he towered over seven feet? Now, you can master presentation skills, wow your audience, and shoot up the corporate ladder by unlocking the secrets of history's greatest speakers. Author, historian, and world-renowned speaker James C. Humes—who wrote speeches for five American presidents—shows you how great leaders through the ages used simple yet incredibly effective tricks to speak, persuade, and win throngs of fans and followers. Inside, you'll discover how Napoleon Bonaparte mastered the use of the pregnant pause to grab attention, how Lady Margaret Thatcher punctuated her most serious speeches with the use of subtle props, how Ronald Reagan could win even the most hostile crowd with carefully timed wit, and much, much more. Whether you're addressing a small nation or a large staff meeting, you'll want to master the tips and tricks in *Speak Like Churchill, Stand Like Lincoln*.

The room darkens and grows hushed, all eyes to the front as the screen comes to life. Eagerly the audience starts to thumb the pages of their handouts, following along breathlessly as the slides go by one after the other... We're not sure

what the expected outcome was when PowerPoint first emerged as the industry standard model of presentation, but reality has shown few positive results. Research reveals that there is much about this format that audiences positively dislike, and that the old school rules of classical rhetoric are still as effective as they ever were for maximizing impact. Renowned communications researcher, consultant, and speech coach Max Atkinson presents these findings and more in a groundbreaking and refreshing approach that highlights the secrets of successful communication, and shows how anyone can put these into practice and become an effective speaker or presenter. Topics Include: DT How to win and hold the attention of audiences; DT Using visual aids and PowerPoint more effectively; DT Getting your message across and winning applause; DT Inspiring audiences; DT How to prepare quickly; DT Fact and fiction about body language and non-verbal communication

Ever feel like everyone but you knows about apps and tech tools that make life easier? It's time to release your inner nerd and discover which apps and programs will help you become more productive, creative and awesome. - Publisher back cover info.

Public Speaking as Advocacy

Even You Can Present with Confidence

The Remarkable True Story of a Quadruple Amputee

Advocate to Win

Fearless Speaking

Easy-To-Learn Skills for Successful Presentations, Speeches, Pitches, Lectures, and More!

The Code of the Extraordinary Mind

Be Exceptional

This book provides all you should know about overcoming nerves, feeling comfortable about yourself in front of an audience, use of presentation equipment and delivering punch, persuasive presentations that work.

Everything we know about the world today follows an invisible set of rules-how we work, love, parent, spend our money, and define success. But what if we could remove these outdated ideas and start anew? What would our lives look like if we could redefine the meaning of happiness, purpose, and success? The Code of the Extraordinary Mind blends computational thinking, integral theory, modern spirituality, evolutionary biology, and a little bit of humor to provide a revolutionary framework for re-coding ourselves with new, empowering beliefs and behaviors so we can live extraordinary lives.

Throughout, Vishen Lakhiani shares transformative insights from legendary thinkers including Elon Musk, Richard Branson, and Arianna Huffington, among others, helping us to think like the greatest creative minds of our era-questioning, challenging, and creating new rules for our lives. Lakhiani's 10 laws help us retrain our minds to grow and achieve more than we ever

thought was possible, showing us that we do not need to follow convention and can succeed on our own terms no matter where we are starting from.

Helps aspiring college students discover where their strengths truly lie and how to develop them to reach their full potential at school and later in the real world.

"Honey, you've been very ill and they've had to amputate..." His voice cracked. I searched his face, looking for some kind of clue to tell me why I sensed so much pain from him and in me. "...Your hands and feet." Cyndi tried to grasp the new reality that flesh-eating disease had changed her life forever. Her recent memories of being a successful business manager and new mom seemed oceans away. It just couldn't be true. I tried to speak, but no words came. Please God—let this be a dream. A sinking, overwhelming feeling crashed down on me as my eyes became heavier and heavier. Darkness threatened to overtake me. As she grappled with the challenges of an unknown future, Cyndi was left with a question: Why had God allowed this to happen to her? And furthermore, could she ever be whole again?

Shine On

Be the Exception

Release Your Inner Nerd

U Thrive

Speaker's Meaning

Exceptional Service, Exceptional Profit

How to Give a Speech

The Presentation Coach

Public Speaking is an important skill which anyone can acquire and develop. The book consists of basic principles of effective speaking, technique of effective speaking, and the three aspects of every speech and effective methods of delivering a talk. All this relates to business, social and personal satisfaction which depend heavily upon our ability to communicate clearly to others. A must read book for effective speaking.

From the professors who teach NYU's most popular elective class, "Science of Happiness," a fun, comprehensive guide to surviving and thriving in college and beyond. Every year, almost 4,000,000 students begin their freshman year at colleges and universities nationwide. Most of them will sleep less and stress out a whole lot more. By the end of the year, 30% of those freshmen will have dropped out. For many, the unforeseen demands of college life are so overwhelming that "the best four years of your life" can start to feel like the worst. Enter Daniel Lerner and Dr. Alan Schlechter, ready to teach students how to not only survive college, but flourish in it. Filled with fascinating science, real-life stories, and tips for building positive lifelong

habits, U Thrive addresses the opportunities and challenges every undergrad will face -- from finding a passion to dealing with nightmarish roommates and surviving finals week. Engaging and hilarious, U Thrive will help students grow into the happy, successful alums they all deserve to be.

A do-it-yourself speaking coach, mentor, and image consultant rolled into one, this humorous book shows how to get your point across and win your audience.

Integrating key concepts and ideas about public speaking into a clear, step-by-step, transformational method, Power Speaking teaches emerging speakers how to grow the necessary skills and unleash their inner power. Divided into proficiency levels--mastering the basics, making the connection, and polishing the core--this guide allows speakers to conquer public speaking systematically. Readers start with the use of voice and body movements, then move on to learn the use of personal stories, intent listening, and positioning or reframing a topic. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

A CHANCE IN THE WORLD

Basketball Junkie

Speak Up

High Impact Skills, Strategies and Ideas for Leaders

An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home

10 Unconventional Laws to Redefine Your Life and Succeed on Your Own Terms

Tips of the Tongue

The Routledge Handbook of Phonetics provides a comprehensive and up-to-date compilation of research, history and techniques in phonetics. With contributions from 41 prominent authors from North America, Europe, Australia and Japan, and including over 130 figures to illustrate key points, this handbook covers all the most important areas in the field, including: • the history and scope of techniques used, including speech synthesis, vocal tract imaging techniques, and obtaining information on under-researched languages from language archives; • the physiological bases of speech and hearing, including auditory, articulatory, and neural explanations of hearing, speech, and language processes; • theories and models of speech perception and

production related to the processing of consonants, vowels, prosody, tone, and intonation; • linguistic phonetics, with discussions of the phonetics-phonology interface, sound change, second language acquisition, sociophonetics, and second language teaching research; • applications and extensions, including phonetics and gender, clinical phonetics, and forensic phonetics. The Routledge Handbook of Phonetics will be indispensable reading for students and practitioners in the fields of speech, language, linguistics and hearing sciences.

The must-read summary of Timothy Koegel's book: "The Exceptional Presenter: A Proven Formula to Open Up and Own the Room". This complete summary of the ideas from Timothy Koegel's book "The Exceptional Presenter" shows how important it is to be an exceptional presenter and grab the attention of your audience. In his book, the author explains that all exceptional presenters have six key characteristics in common and how you can acquire them. By adopting these characteristics, you will be able to deliver outstanding presentations and reap the rewards. Added-value of this summary: • Save time • Understand the key principles • Expand your presentation skills To learn more, read "The Exceptional Presenter" and find out how you can adopt the characteristics of an exceptional presenter and get your audience involved.

A heart-rending but uplifting story of the human spirit's ability to prevail. From the day he is five-years-old and dropped off at his foster home of the next eleven years, Stephen is mentally and physically tortured. No one in the system can help him. No one can tell him if he has a family. No one can tell him why, with obvious African-American features, he has the last name of Klakowicz. Along the way, a single faint light comes only from a neighbor's small acts of kindness and caring—and a box of books. From one of those books he learns that he has to fight in any way he can—for victory is in the battle. His victory is to excel in school. Against all odds, the author succeeded. He attended college, graduated, became a successful corporate executive, and married a wonderful woman with whom he established a loving family of his own. Through it, he dug voraciously through records and files and found his history, his birth family—and the ultimate disappointment as some family members embrace him, but others reject him. Readers won't be the same after reading this powerful story. They will share in the hurts and despair but also in the triumph against daunting obstacles. They will share this story with their family, with their friends, with their neighbors.

Publishers Weekly called Heather Hansen's first book, *The Elegant Warrior*, a "template for achieving personal and career goals." In *Advocate to Win*, Heather goes deeper. As an award-

winning trial attorney, Heather quickly realized that she didn't win because she was an extraordinary advocate. She won because she gave her clients the tools to advocate for themselves. First, they needed to choose what they wanted. Next, they needed to believe in themselves and their ability to get it. And then, they could advocate to win. Heather created a system to help her clients make the best choices for themselves, for the case, and for their wins. She gave them the tools to believe. And then she gave them specific strategies to advocate for what they wanted and to win with ease. Now, she will do the same for you.

Speak Like Churchill, Stand Like Lincoln

The Nine Secrets of the World's Happiest Couples

Summary: The Exceptional Presenter

The Secrets of Building a Five-Star Customer Service Organization

How to Speak Like a Pro, Dazzle Your Audience and Get the Result You Want Every Time

Executive Summary of The Exceptional Presenter Goes Virtual

A Memoir

21 Powerful Secrets of History's Greatest Speakers

For a long time, Annie Meehan felt she was worthless. She thought that she would never be able to escape the cycle of negativity, poverty, and abuse that she had grown up in. But even in the darkest times, she knew, deep inside, that she was created for more.

The Practice of Collaborative Counseling and Psychotherapy: Developing Skills in Culturally Mindful Helping is a comprehensive introduction to counseling and psychotherapy skills designed to teach future practitioners how to develop and foster collaborative relationships with their clients. Keeping power relations and cultural diversity at the forefront, Paré's text examines, step by step, the skills involved in collaborative therapeutic conversation—an approach that encourages a contextual view of clients and counteracts longstanding traditions of focusing primarily on individual pathology. Indeed, this insightful text teaches students how to keep clients at the heart of their therapy treatment by actively engaging them in the helping process.

An updated edition of the blockbuster bestselling leadership book that took America and the world by storm, two U.S. Navy SEAL officers who led the most highly decorated special operations unit of the Iraq War demonstrate how to apply powerful leadership principles from the battlefield to business and life. Sent to the most violent battlefield in Iraq, Jocko Willink and Leif Babin's SEAL task unit faced a seemingly impossible mission: help U.S. forces secure Ramadi, a city deemed "all but lost." In gripping firsthand accounts of heroism, tragic loss, and hard-won victories in SEAL Team Three's Task Unit Bruiser, they learned that leadership—at every level—is the most important factor in whether a team succeeds or fails. Willink and Babin returned home from deployment and instituted SEAL leadership training that helped forge the next generation of SEAL leaders. After departing the SEAL Teams, they launched Echelon Front, a company that teaches these same leadership principles to businesses and organizations. From

promising startups to Fortune 500 companies, Babin and Willink have helped scores of clients across a broad range of industries build their own high-performance teams and dominate their battlefields. Now, detailing the mind-set and principles that enable SEAL units to accomplish the most difficult missions in combat, *Extreme Ownership* shows how to apply them to any team, family or organization. Each chapter focuses on a specific topic such as Cover and Move, Decentralized Command, and Leading Up the Chain, explaining what they are, why they are important, and how to implement them in any leadership environment. A compelling narrative with powerful instruction and direct application, *Extreme Ownership* revolutionizes business management and challenges leaders everywhere to fulfill their ultimate purpose: lead and win.

Speak without fear: Go from sicken, unskilled speaker to a Glowing presenter Regardless of we are speaking in an assortment get-together or presenting sooner than a horde of people, we as a whole need to stand up withinside the open each when in a while. We can attempt this solidly or we will attempt this harshly, and the outcome immovably impacts the way that individuals consider us. Consequently, public speaking reasons such an assortment of nervousness and concern. Luckily, with broad making arrangements and practice, you might beat your strain and do incredibly well. For example, you can need to talk about your alliance at a get-together, give a talk withinside the wake of tolerating honor or help a classification to rookies. Tending to a horde of individuals, in addition, contains online presentations or talks; for example, while preparing an advanced gathering, or while tending to a gathering of clients in a web-fundamentally based absolutely assembling. Extraordinary public speaking gifts are standard size in exceptional parts of your life, too. You can be drawn closer to supply a talk at a friend's wedding, give a tribute to a pal or own circle of family members part, or energize a gathering of volunteers at a premise event. To put it doubtlessly, being a top-notch open speaker can upgrade your standing, guide your valor, and open up endless entryways. Be that since it might, while exceptional abilities can open doorways, unfortunate ones can approach them. For example, your boss might need to administer contrary to propelling you subsequent to bearing a seriously conveyed show. You might need to lose a fundamental new settlement through the method of the method of failing to buddy with an open door at a phase in an attempt to advance something. Or on the other hand on the elective hand, you can set up an unfortunate reference to your new gathering, since you stagger over your expressions and don't look at individuals without jumping. This ee-digital book characterized how. This ee-digital book is for the people that could as an elective presently never again experience dumb given having nothing to make reference to sooner than a computerized digital or a horde of individuals. It is to encounter loss due to pressure that so a ton of us appreciate at some stage in open correspondence. However, it wouldn't imply that it wishes to remain all things considered. This ee-digital book comprises of a gathering of sports to cultivate your expert verbalization, with the aim that you'll show up as despite the fact that you have a pre-coordinated talk for any occasion, notwithstanding the way that you best can get your issues by and large and make do on a spot. Click on the buy now button to grab this valuable book right now!

The Routledge Handbook of Phonetics

Record of the Batasan

The Art of the Exceptional Public Speaker

What Great Brands Do

Quarterly of the National Fire Protection Association

Go from Sicken, Unskilled Speaker to a Glowing Presenter

CliftonStrengths for Students

Lead Dynamic Online Meetings

What Exceptional Leaders Know delivers high-impact skills, strategies and ideas in a practical and user-friendly way. Readers will find information they can begin using right away to become a much more effective and influential leader. The recommendations are organized into six sections, each focused on a key set of high-level leadership skills. These ideas and strategies have worked for hundreds of top-performing leaders. Spend some time with this book and you will know What Exceptional Leaders Know.

*WHAT DO EXCEPTIONAL COUPLES KNOW THAT OTHERS DON'T? If roughly fifty percent of marriages fail, what about the other fifty percent—the ones that “succeed”? Are those couples who stay together necessarily happy? No, not necessarily. In fact, many marriages that remain intact are far less than ideal. A mere seven percent are really good—in fact, exceptional. These couples have much greater than average passion, happiness, longevity, and fulfillment. And the good news is, luck has nothing to do with it. But if less-than-exceptional marriages are made up of men who are supposedly from Mars and women who are supposedly from Venus, what planet do exceptional husbands and wives come from? What are the secrets of exceptional couples . . . and what can they teach us? Marriage therapist Gregory K. Popcak believes that ways of relating employed by exceptional couples can benefit all marriages. In *The Exceptional Seven Percent*, he looks at the most successful couples and exposes their secrets. Each chapter examines in detail the basic characteristics of exceptional couples, including:*

- Developing a marital imperative—the key to unlocking all the other Exceptional Couple qualities
- Setting and achieving emotional goals
- Cultivating exceptional levels of fidelity, loving, service, rapport, negotiation, gratitude, joy, and sexuality

Through anecdotes, analyses, exercises, quizzes, and guidance that is consistently supported by marriage research, you'll learn what your weaknesses are and how you can begin to make positive changes. You have the power to turn your marriage into the most precious thing in your life. Why settle for anything less?

*In this hilarious and highly practical book, author and professional speaker Scott Berkun reveals the techniques behind what great communicators do, and shows how anyone can learn to use them well. For managers and teachers -- and anyone else who talks and expects someone to listen -- *Confessions of a Public Speaker* provides an insider's perspective on how to effectively present ideas to anyone. It's a unique, entertaining, and instructional romp through the embarrassments and triumphs Scott has*

Download Free The Exceptional Speaker

experienced over 15 years of speaking to crowds of all sizes. With lively lessons and surprising confessions, you'll get new insights into the art of persuasion -- as well as teaching, learning, and performance -- directly from a master of the trade. Highlights include: Berkun's hard-won and simple philosophy, culled from years of lectures, teaching courses, and hours of appearances on NPR, MSNBC, and CNBC Practical advice, including how to work a tough room, the science of not boring people, how to survive the attack of the butterflies, and what to do when things go wrong The inside scoop on who earns \$30,000 for a one-hour lecture and why The worst -- and funniest -- disaster stories you've ever heard (plus countermoves you can use) Filled with humorous and illuminating stories of thrilling performances and real-life disasters, Confessions of a Public Speaker is inspirational, devastatingly honest, and a blast to read.

If fear of public speaking is undermining your success, Fearless Speaking can change your life. In this groundbreaking book, Dr. Gary Genard shares his proven method for transforming your self-doubt into confidence. His easy-to-use system will help you escape the negative thinking, physical symptoms, and avoidance behavior that are holding you back. This step-by-step, personalized approach features 50 exercises that will dramatically boost your comfort level and skill in as little as 12 days. From business presentations to contributing at meetings to persuasive speaking to wedding toasts, Fearless Speaking will help you put your anxiety into perspective, turn harmful self-talk into positive thinking, and acquire the skills to become a more dynamic speaker. You'll find techniques to dramatically reduce the physical and emotional aspects of stage fright while boosting your focus and presence. Actor and speech coach Dr. Genard shows you how to grow your confidence quickly with The Fearless Speaking System, a performance-based approach that has helped thousands worldwide. You'll learn how to understand your personal fears while discovering ways to create your own success. If you've been avoiding speaking opportunities, if you dread delivering speeches, or if you have a make-or-break presentation coming up, this is the book for you. It's a self-directed course for eliminating speaking fear forever that you can learn quickly, efficiently, and effectively. Dr. Genard's exercises, many of them directly from the world of the theater, help people from all walks of life deal with issues like establishing rapport with an audience, pacing your presentations, moving and activating listeners, and other critical challenges. Don't let fear of public speaking limit your success any longer. Read the book, practice the exercises . . . and start enjoying public speaking!

The Exceptional Seven Percent

Review and Analysis of Koegel's Book

Developing Skills in Culturally Mindful Helping

10 Tools to Ask for What You Want and Get It

Speak Without Fear

Apps, Tech Tools and Tips to Get Organized, Get Creative and Get Ahead

Beat Your Anxiety, Build Your Confidence, Change Your Life

The Seven Brand-Building Principles that Separate the Best from the Rest

Customer service experts Leonardo Inghilleri and Micah Solomon's anticipatory customer service approach was first developed at The Ritz-Carlton as well as at Solomon's company Oasis, and has since proven itself in countless companies around the globe--from luxury giant BVLGARI to value-sensitive auto parts leader Carquest and everywhere in between. Their experience shows that the most powerful growth engine in a tight market--and best protection from competitive inroads--is to put everything you can into cultivating true customer loyalty. Exceptional Service, Exceptional Profit takes the techniques that minted money for these brands and reveals how you can apply them to your own business to provide the kind of exceptional service that nearly guarantees loyalty. Soon, you'll be reaping the benefits of loyal customers who are less sensitive to price competition, more forgiving of small glitches, and, ultimately, who are "walking billboards" happily promoting your brand. Filled with detailed, behind-the-scenes examples, this award-winning book unlocks a new level of customer relationship that leaves your competitors in the dust, your customers coming back day after day, and your bottom line looking better than it ever has before.

Want to be a better speaker? Get How to Give a Speech! World-renowned speech expert Dr. Gary Genard reveals the secrets of a great performance every time in this powerful handbook. Inside are 101 "quick-tips" to dramatically improve your public speaking success. This is the fastest and easiest guide to better speaking skills you'll ever find.

Sometimes when things get really bad, surgery is required. Bad Powerpoint* (and boring presentations) are everywhere! it appears that they have almost become the norm and very few people seem to want to talk about it. It doesn't have to be that way. Bad presentations are costly. They can cost money, jobs and reputations, don't let your slides ruin your pitch. In this funny, cut-to-the-chase and down-to-earth book professional speaker Lee Jackson will wean you, and your workplace off bad slides forever. He'll also teach you how good presentation slides can work for you and help you stand out from the crowd. Using these simple techniques we can kill death by bullet-point once and for all. JOIN THE FIGHT TODAY! (N.B. This book is a colour paperback and illustrated with full colour slides.) " Lee takes a clever and refreshing approach to presentation mastery. " Nancy Duarte - author of 'Slide:ology', 'Resonate' and principal of Duarte (creators of the slides/visuals for Academy Award-winning film, 'An Inconvenient Truth') " Powerpoint Surgery is an invaluable resource...and I highly recommend it... " Jeremy Waite - Head of Social Strategy, Adobe EMEA " Lee Jackson takes PowerPoint presentations from boring to brilliant. " Alan Stevens FPSA - Past President Global Speakers Federation and co-author of 'The Exceptional Speaker " ...a masterclass of creating sublime slides & presentations, but be warned, you may never be able to sit through a presentation again without thinking of Lee Jackson! " Geoff Ramm - President 2013 Professional Speaking Association UK and Ireland "Jackson has got a bl*y nerve asking me to write a testimonial for his book. You see, I am a proudly militant Anti-PowerPoint Bigot, but somehow, he has turned the Indefensible into the Indispensable! " Graham Davies - best selling author of 'The Presentation Coach'**

MAKE PRESENTATIONS IN ENGLISH WITH CONFIDENCE Tips of the Tongue: The Nonnative English Speaker's Guide to

Mastering Public Speaking is a practical, tactical, and supportive how-to book aimed at addressing the unique problems that nonnative English speakers experience when they deliver a presentation. Presenting in any language is daunting. But this book aims to reduce anxiety while raising proficiency in public speaking whether English is your second, third, fourth- or first-language.

Speak Out, Call In

PowerPoint Surgery: How to create presentation slides that make your message stick

Power Speaking

Lend Me Your Ears

Backstage Pass for Trainers, Facilitators, and Public Speakers

Bare Knuckle Brilliance For Every Presenter

The Nonnative English Speaker's Guide to Mastering Public Speaking

Confessions of a Public Speaker

Discover proven strategies for building powerful, world-class brands. It's tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader. However, these companies all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh perspective, Yohn's *What Great Brands Do* teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy. Reveals the seven key principles that the world's best brands consistently implement. Presents case studies that explore the brand building successes and failures of companies of all sizes including IBM, Lululemon, Chipotle Mexican Grill, and other remarkable brands. Provides tools and strategies that organizations can start using right away. Filled with targeted guidance for CEOs, COOs, entrepreneurs, and other organization leaders, *What Great Brands Do* is an essential blueprint for launching any brand to meteoric heights.

I was dead for thirty seconds. That's what the cop in Fall River told me. When the EMTs found me, there was a needle in my arm and a packet of heroin in the front seat. At basketball-crazy Durfee High School in Fall River, Massachusetts, junior guard Chris Herren carried his family's and the city's dreams on his skinny frame. His grandfather, father, and older brother had created their own sports legends in a declining city; he was the last, best hope for a career beyond the shuttered mills and factories. Herren was heavily recruited by major universities, chosen as a McDonald's All-American, featured in a *Sports Illustrated* cover story, and at just seventeen years old became the central figure in *Fall River Dreams*, an acclaimed book about the 1994 Durfee team's quest for the state championship. Leaving Fall River for college, Herren starred on Jerry Tarkanian's Fresno State Bulldogs team of talented misfits, which included future NBA players as well as future convicted felons. His gritty, tattooed, hip-hop persona drew the ire of rival fans and more national attention: *Rolling Stone* profiled him, *60 Minutes* interviewed him, and the Denver Nuggets drafted him. When the Boston Celtics acquired his contract, he lived the dream of every Massachusetts kid—but off the court Herren was secretly crumbling, as his alcohol and drug use escalated and his life spiraled out of control. Twenty years later, Chris Herren was married to his high-school sweetheart, the father of three young children, and a heroin junkie. His

basketball career was over, consumed by addictions; he had no job, no skills, and was a sadly familiar figure to those in Fall River who remembered him as a boy, now prowling the streets he once ruled, looking for a fix. One day, for a time he cannot remember, he would die. In his own words, Chris Herren tells how he nearly lost everything and everyone he loved, and how he found a way back to life. Powerful, honest, and dramatic, *Basketball Junkie* is a remarkable memoir, harrowing in its descent, and heartening in its return.

The business world has changed suddenly and dramatically. Challenge yourself and your team to establish higher standards for how you communicate with clients, prospects, recruits, fellow workers, or your students. This book will help you achieve your virtual meeting objectives and exceed participant expectations. The stakes are higher and opportunities are fewer. Make every meeting count. Leading virtual meetings commands an extra level of detail and planning, a more assertive delivery style, and a relentless effort to keep your participants engaged. This summary provides a systematic method for planning and executing these events. It's based on Tim Koegel's book, *The Exceptional Presenter Goes Virtual*, named a Top 5 Business Book by the Washington Post and the Wall Street Journal. Tim's easy to use advice will teach you to—

- Keep it relevant, keep it engaging, and keep it moving.
- Plan and sequence the timing and flow of your meetings.
- Organize your team and topics.
- Keep participants engaged and participating.
- Create an in-person atmosphere for your virtual meetings.
- Develop a dynamic and professional on-screen presence.
- Practice to ensure that you accomplish your meeting objectives.
- Overcome the challenges of meeting virtually.

Tim Koegel is a New York Times best-selling author, founder of The Presentation Academy, keynote speaker, workshop leader, and personal coach.

You probably hate giving presentations. You probably hate listening to them too. Why? Because most business presentations are too long, too detailed, too boring...and submerged under a blizzard of PowerPoint. But the single most important presentational tool known to man isn't a slideshow. It's you. Whether you're speaking to one person across a table, 20 people in a boardroom or 1,000 people in a ballroom, it's all about the words you say and how you say them. *The Presentation Coach* shows you how to use what you've already got to give you clarity, confidence and impact in every speaking challenge you will ever face. You'll learn the unique Bare Knuckle 5-step process to effective presenting, and how to apply it to all business speaking, from large-scale presentations to one-to-one client meetings. Graham Davies has been coaching high-profile individuals from the worlds of business, politics and entertainment in exactly these techniques for the past 25 years. Now it's your turn. Praise for *The Presentation Coach* "Graham Davies is a brilliantly funny speaker who knows how to inspire and enthuse anyone who sees presenting as a bore, a burden or a source of terror." Nick Robinson, Political Editor, BBC "This book really captures Graham's intense and robust sense of coaching. Just like the author, it is amusing, punchy and really comforting to have access to in all presentation situations." Michel Combes, CEO, Vodafone Europe "Required reading for anyone who wants their presentations to enthuse rather than euthanize their audience." Tim Curtis, MD, Northern Europe, Land's End "Graham is a highly effective presentation coach. He is always honest and gets straight to the point. His book is just as direct and entertaining as he is in person." Nick Jeffery, CEO, Vodafone Global Enterprise "I don't know anyone who could wear the label 'the presentation coach' more confidently than Graham." Daniel Finkelstein, Executive Editor, The Times "I use Graham's system strictly and religiously in every speech. In fact on almost every important occasion when I need to get a message across.... You will never regret buying and using this book." George Clarke, MD, Heidelberg UK "Graham helped me develop my very own presentation style, true to myself, with high impact and focused very much on the audience." Phil Clarke, CEO Designate, Tesco "Graham's approach is ruthlessly robust and utterly practical. This book is the next best thing to seeing him in person, and much less of a strain on your budget." Matthew Wilson, CEO Brit Global Markets "...Davies's compelling book illuminates all the

pitfalls and provides a simple guide to allowing personality into presentations - radical stuff indeed!" Andy Street, MD, John Lewis "Whether you are a Prime Minister, chief executive or anyone else who needs make an impact, then you must read this challenging and innovative book by Graham Davies." Neil Sherlock, Partner, Public Affairs, KPMG "...I wish Graham had written it 20 years ago..." Richard Klein, MD, Bank of America Merrill Lynch "Never again will you commit the crime of Death by Bullet-Point." Penny Philpot, Group Vice President, Worldwide Partner Services, Oracle "Graham Davis is a talented gagmeister who shows that the best way of exposing a bad argument is with a good joke." Boris Johnson, Mayor of London "Reading his book will spur you on to win your own presentational race." Richard Dunwoody, twice winner of the Grand National "Graham completely reframed my approach to presenting. His approach works!" Otto Thoresen, CEO, Aegon UK "A process that you can use no matter what the situation. I heart

An Illustrated Guide to Public Speaking

The Simple Playbook for Delivering the Ultimate Customer Service Experience

How to Succeed in College (and Life)

The Exceptional Presenter

Master the Five Traits That Set Extraordinary People Apart

The Practice of Collaborative Counseling and Psychotherapy

The Quick and Easy Way to Effective Speaking

Your Seven Steps to Transformation

Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time. When it comes to delivering great customer service and customer experience, many companies miss the mark. But there's no reason this should include you and your company. Ignore Your Customers (and They'll Go Away) spells out, step by step, how to craft a customer service culture and customer experience so powerful that they'll transform your organization and boost your company's bottom line. You'll enjoy inspirational, often hilarious, tales from the trenches as author Micah Solomon, one of the world's best-known customer service consultants, relates hands-on adventures about assessing and improving customer service in various industries. You'll spend time behind the scenes with Zappos CEO Tony Hsieh and discover how the company delivers "wow" customer service. From Richard Branson, you'll learn how Virgin brands deliver authentic customer service (avoiding what Branson calls "Stepford Customer Service") and Branson's secrets for turning social media attackers into brand promoters. Drawing on a wealth of stories personally assembled from today's most innovative and successful companies, including Amazon, Cleveland Clinic, Drybar, USAA Insurance, and The Ritz-Carlton Hotel Company, Solomon reveals what it takes to turn a ho-hum customer interaction into one that drives customer engagement and lifelong loyalty.

Outlines methods and techniques for improving and perfecting presentation skills that will afford a competitive edge in business.

Provides information on the concepts and theories of public speaking along with a variety of real-life examples and visual explanations.

The Exceptional Speaker

A Proven Formula to Open Up! and Own the Room
All You Need to Know about Making Speeches and Presentations
What Exceptional Leaders Know
Your Strengths Journey Begins Here
Extreme Ownership
How U.S. Navy SEALs Lead and Win
How to Deliver Sensational Speeches