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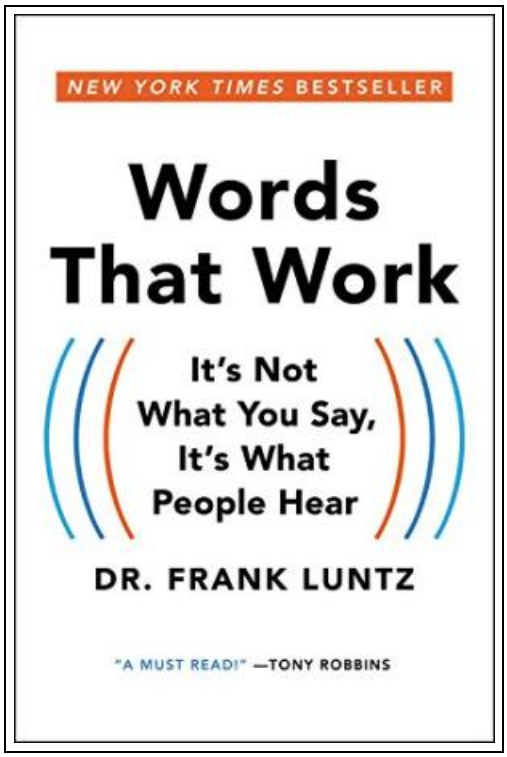

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Hyperion, United States, 2008. Paperback. Condition: New. Reprint. Language: English . Brand New Book. The nation s premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country In Words That Work, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like The Ten Rules of Successful Communication and The 21 Words and Phrases for the 21st Century, he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. Hell tell us why Rupert Murdoch s six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than digital cable, and why pharmaceutical companies transitioned their message from treatment to prevention and wellness. If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book s for you.

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