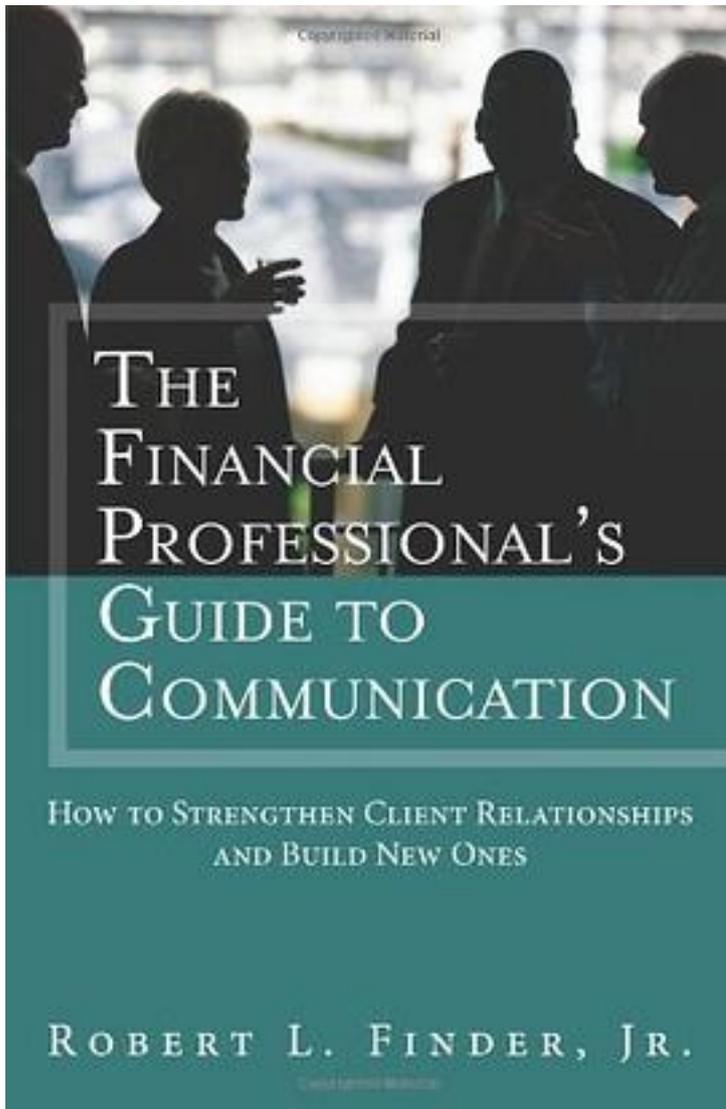


# The Financial Professional's Guide to Communication



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An indispensable guide for financial managers, showing you how to communicate powerfully and successfully with today's deeply sceptical clients. To succeed in today's radically new environment, financial advisors must transform the way they communicate. In this book, one of the world's leading experts on the financial client relationship will show you how to do precisely that. Drawing on his experience training hundreds of elite financial professionals, Bob Finder shows you how to actively listen, speak plainly with precision and passion, and engage clients with uncommon effectiveness.

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