

Five Stars



[Five Stars_下载链接1](#)

著者:Carmine Gallo

出版者:Macmillan USA

出版时间:2018-6-5

装帧:Paperback

isbn:9781250193841

In Five Stars, Carmine Gallo, bestselling author of Talk Like TED, breaks down how to apply Aristotle’s formula of persuasion to inspire contemporary audiences. As the nature of work changes, and technology carries things across the globe in a moment, communication skills become more valuable – not less. Gallo interviews neuroscientists, economists, historians, billionaires, and business leaders of companies like Google, Nike, and Airbnb to show first-hand how they use their words to captivate your imagination and ignite your dreams.

In the knowledge age – the information economy – you are only as valuable as your ideas. Five Stars is a book to help you bridge the gap between mediocrity and exceptionality, and gain your competitive edge in the age of automation.

作者介绍:

目录:

[Five Stars_下载链接1](#)

标签

沟通

Communication

红杉资本推荐

Skill

19012人际

评论

就新闻的基本准则就是这些了

blinkist

[Five Stars_ 下载链接1](#)

书评

[Five Stars_ 下载链接1](#)