

Say It Like Obama and WIN!



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著者:Shel Leanne

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A fully updated, expanded edition of the leadership classic! President Barack Obama never fails to fire up a crowd. Whether he's addressing societal injustices or explaining complex policy decisions, Obama gains legions of enthusiastic supporters with every speech he makes. With *Say it Like Obama and Win!*, you hold in your hands the secrets to the President's amazing success. Author Shel Leanne dissects Obama's style to reveal his remarkable communication tactics--which you can put to use right away. You'll learn how to: Make a strong first impression Communicate using body language Establish common ground with your audience Gain trust and confidence Convey your vision with imagery that resonates Build to a crescendo and leave a lasting impression This updated edition contains brand-new material, including Obama's historic presidential election acceptance speech, the inaugural address, election-winning debates, and communications regarding the economy and foreign affairs. *Say it Like Obama and Win!* is about the art of persuasion, the power of presentation, and the most effective techniques of communication. From building strong arguments and facing tough issues to inspiring a team or workforce to new levels of innovation and productivity, *Say It Like Obama and Win!* gives you the tools you can use to instill positive change at every level of your organization.

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