



## Communication Genius: 40 Insights from the Science of Communicating

By Tony Buon

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Communication Genius: 40 Insights from the Science of Communicating, Tony Buon, The fast-track MBA in communication Imagine having instant access to the world's smartest thinking on human communication - and being shown exactly what to do to guarantee that all of your communication is right, every time. Communication Genius makes it easy to apply the scientific facts that researchers know about communication to the real world. 40 chapters based on cutting-edge business and psychology research projects reveal what works and what doesn't work when we interact with each other. Each of the 40 chapters is a mini-masterclass in communicating better, explaining the research and showing you how to apply it for yourself to improve your own communication skills. Too often, conventional wisdom says one thing while research says another. Communication Genius cuts through the noise to bring you proven research and techniques for applying it that will simply make you a better all-round communicator. With chapters on body language, emotional intelligence, neuro-linguistic programming (NLP), presentations, mimicry, groupthink and the latest neuroscience, Communication Genius explodes some myths and gives you the best that science has to offer on communication. Quick...



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