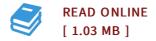




# You've Got to Be Believed to Be Heard: The Complete Book of Speaking . . . in Business and in Life!

By Decker, Bert

St. Martin's Press, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Praise ForYou've Got to Be Believed to Be Heard "The Decker program is a real winner. [Bert Decker has] developed a truly unique method for brainstorming and quickly ordering ideas. I find that I can put a series of thoughts together into a coherent wholeand then easily deliver them to any size audience. I only wish I had learned this system as a young person in school!"Charles Schwab, chairman of Charles Schwab & Co. "Bert Decker's patience and professionalism enabled me to create a message that was from the heart with a confident vision of the journey for the organization. Because he helped me rid my mind of following the script and helped me speak my mind, I actually enjoyed giving the talk." Phil Harriman, president of Million Dollar Round Table "Any professional manager needs to communicate well. The principles and insights of Decker Communications are outstanding I use them every day." Bob Geren, field manager for the Oakland Athletics "I think what the [process] did at Siemens was to help us quickly frame our thinking into listener-relevant messages. Now we have a consistent template...



#### Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Ally Reichel

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS

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