



## 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 For You'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 whole and 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..."



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