



As We Speak: How to Make Your Point and Have It Stick

By Peter Meyers

Atria Books. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 8.3in. x 5.5in. x 0.8in. The world is full of brilliant people whose ideas are never heard. This book is designed to make sure that you're not one of them. Even for the most self-confident among us, public speaking can be a nerve-racking ordeal. Whether you are speaking to a large audience, within a group, or in a one-on-one conversation, the way in which you communicate ideas, as much as the ideas themselves, can determine success or failure. In this invaluable guide from two of today's most sought-after communication experts, you'll learn to master three core principles that you can apply in a wide variety of situations: **Content:** Construct a clear and lucid architecture of ideas that will lead your listener through a memorable emotional experience. **Delivery:** Use your voice and body in ways that engage your audience and naturally support your message. **State:** Bring yourself into peak performance condition. The way you feel when you perform is the most frequently overlooked component of communication. Accessible, inspiring, and laden with useful tips, *As We Speak* will help you discover your authentic voice and learn to convey your ideas in the...



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