

The Jelly Effect: How to Make Your Communication Stick

Andy Bounds

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Andy Bounds : The Jelly Effect: How to Make Your Communication Stick before purchasing it in order to gage whether or not it would be worth my time, and all praised The Jelly Effect: How to Make Your Communication Stick:

0 of 0 people found the following review helpful. So true!By RodneyI have been wondering why my presentations were missing their mark. I thought it was nervousness but now I see it was technique.Thanks, Alan, I found this very useful. I'm also someone who hates Cold Calling and loves networking so I picked up lots of good tips.0 of 0 people found the following review helpful. See communication from a different perspectiveBy Steven HodgeThis book helps you to understand what your audience is hoping to hear. It also explains how to get your message across without putting them to sleep and texting during the presentation/talk. Some good tips on preparation and targeted delivery.

The section on networking shows a very way to work the room.0 of 0 people found the following review helpful. No more jelly!By Mike OsorioAn insightful and easy read. Andy has a straight forward writing style, delivering his message succinctly and with "no jelly". Highly recommended for anyone who has to communicate for a living (almost everyone!).

Like throwing jelly at a wall, poor communication never sticks. Too much information and not enough relevance is a problem that pervades almost all business communication. So what's the answer? More relevance and a lot less jelly. The Jelly Effect teaches you simple, memorable and costless ways to win more attention and more business. Imagine how effective you'd be if you communicated only what was relevant 100 percent of the time. You would be better at talking to others, presenting, networking and selling. You would excel in interviews, meetings and pay-rise discussions. The benefits would be endless. The Jelly Effect will show you how to get the best out of any situation, whether you're speaking to an individual or a group, formally or informally, inside or outside your organisation. By the time you close the final page of this book, you will be armed with practical, proven techniques that will help you be more effective in all your business dealings. "Andy Bounds taught me more about effective presenting than a lady who's previously taught two US presidents." —Drayton Bird, chairman of Drayton Bird Partnership and world leading authority on direct marketing