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# 10 Simple Secrets Of The World's Greatest Business Communicators



## Synopsis

How you too can learn the presentation secrets behind today's greatest CEOs  
Acclaim for *10 Simple Secrets of the World's Greatest Business Communicators*"As a leader, you have to do more than promote your brand...you have to live it! Carmine Gallo's engaging new book will show managers and executives how to embody the promise of their companies' products and services, and get people excited about their brand." -Jeff Taylor, Founder and Chief Monster, Monster.com  
"I wish that *10 Simple Secrets* had been available when I was just starting as a real estate agent in New York. It would have shaved years off my learning curve as a public speaker. Carmine's book is a must-read for service professionals, CEOs, managers or anyone who needs to persuade for a living."-Barbara Corcoran, Founder, Corcoran Group  
"If you run a company or aspire to, this book is a must-read to understand how the CEO is the most effective tool in a company's communication arsenal to differentiate itself with customers, employees and investors."-Ron Ricci, Vice President of Corporate Positioning, Cisco Systems, Inc.  
"*10 Simple Secrets* is direct, fascinating and very credible--after all, these guys are wildly successful!"-Stuart Varney, FOX News business journal  
"*10 Simple Secrets* is a book that should be read by anyone who does public presentations, no matter how expert. Gallo has collected good, often forgotten advice and stitched it together into a valuable resource. A keeper. Highly recommended." -John C. Dvorak, columnist, PC Magazine

## Book Information

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## Customer Reviews

There's nothing new in this book and NO, they are not secrets, BUT plenty of good material and

anecdotes which may help the budding, and the experienced presenter become much, much better. Gallo has worked in communications for much of his life and brings a rich litany of anecdotes and personalities to illustrate his "secrets." Some of his ten secrets include: Passion: The more likely you increase your "PQ" - Passion Quotient, the more likely you are to connect with your audience. Preparation: For his first budget speech as mayor of New York, in February 1994, Rudy Giuliani started his preparation the previous October. Clarity: Former G.E. chief Jack Welch demanded simplicity from his executives. Command Presence: Good body language conveys confidence. The author has either studied or interviewed a number of very well known celebrities for this work, including Howard Schultz (Starbucks), John Chambers (Cisco), Carly Fiorino (late of HP) and Arnold Schwarzenegger by whom he is particularly smitten. He also provides coaching drills at the end of each chapter for the serious speech student. Some coaching drills suggest visiting Gallo's website [...] to see video clips of great presenters. I couldn't find these, but the site does contain a number of interesting articles which he has written and which add to the good content in his book. One intriguing little criticism I have of a book that I check-list now and again when preparing a speech - the front cover. One of Gallo's secrets is "Clarity," - Lose the Jargon or Lose your audience. Now, I appreciate that the author may not have had control over the cover, but it is a terribly cluttered design featuring up to twelve (yes, 12) different fonts.

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