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Sommario/riassunto

Get your message across the right way with clear communication
Message Not Received provides the tools and techniques that make an
effective writer and public speaker. Particularly on topics related to data
and technology, effective communication can present a challenge in
business settings. This book shows readers how those challenges can
be overcome, and how to keep the message from getting lost in the
face of mismatched levels of knowledge, various delivery media, and
the library of jargon that too often serves as a substitute for real,
meaningful language. Coverage includes idea crystallization, the rapidly
changing business environment, Kurzweil's law of accelerating change,
and our increasing inability to understand what we are saying to each
other. Rich with visuals including diagrams, slides, graphs, charts, and
infographics, this guide provides accessible information and actionable
guidance toward more effectively conveying the message. Today, few
professionals can ignore the tsunami of technology that permeates
their lives, advancing far more rapidly than most of us can handle. As a
result, too many people think that successful speaking means using
buzzwords, jargon, and invented words that sound professional, but
don't actually communicate meaning. This book provides a path
through the noise, helping readers get their message across succinctly,
efficiently, and effectively. Adapt your approach for more effective
communication Learn the critical skill of crystallizing ideas Tailor your
style to the method of delivery Ensure that your message is heard,
understood, and internalized It doesn't matter whether you're pitching
to a venture capitalist, explaining daily challenges to a non-tech
manager, or speaking to hundreds of people - jargon-filled word salad
uses a lot of words to say very little. Better communication requires a
different approach, and Message Not Received gives you a roadmap to
more effective speaking and writing for any audience or medium.
