

1. Record Nr.	UNINA9910787895103321
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Titolo	Supercommunicator : explaining the complicated in a digital age // Frank J. Pietrucha
Pubbl/distr/stampa	New York : , : American Management Association, , 2014 ©2014
ISBN	0-8144-3369-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (284 p.)
Disciplina	302.2
Soggetti	Communication of technical information Communication Business communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright Page; Dedication Page; Table of Contents; Introduction: An Elephant Named Digital Communication; Part I: How Digital Technology is Changing Communication; 1. Deliver Meaning; 2. The Dawn of the Multimedia Age; 3. What is Multimedia?; 4. Digital Media Changes the Way We Experience Information; 5. Finding the Right Medium to Deliver your Content; Part II: Know Thy Audience; 6. Why Smart People Misread their Audiences; 7. Learning about your Audience; 8. Addressing Multiple Audiences; 9. Researching Cultural Issues; Part III: Know Thy Subject 10. If you are not a Subject Expert . . .11. Advice for Content Experts; Part IV: Simplicity and Clarity; 12. Simplify your Content; 13. But don't Oversimplify; 14. Focus on Clarity; Part V: Guidelines for Effective Communication; 15. Supercommunicator Basic Guidelines; Part VI: Humanize your Communications; 16. Find your Human Voice; 17. Speaking Human . . . Without the Human; 18. It's Story Time!; 19. Testimonials: A Supercommunicator's Win-Win; 20. Case Examples that Make Learning Real; 21. What not to do when Speaking Human; Part VII: Getting an Audience to Care 22. The Power of Personalization23. Rational Thinking isn't Always the Rational Choice; Part VIII: Building Blocks and Analogies; 24. Building a Path to Comprehension; 25. The Power of Comparison; 26. Analogies in

a Professional Setting; Part IX: Visual and Interactive; 27. More than a Garnish; 28. Quality and Integrity in Design; 29. Visuals for Presentations; 30. Let your Audience Explore; 31. Your Role as a Supercommunicator; A Debt of Gratitude; Notes; Index; About the Author; Free Sample Chapter from Lead with a Story; About Amacom

Sommario/riassunto

In our increasingly complicated and data-driven world, many new developments are so complex that only experts comprehend their nuances. But what they don't grasp is how to tell the world about them. Communicating technical content to nontechnical listeners has fast become a critical 21st-century skill. Whether you're working in the tech industry, city government, health care, law--almost anywhere--Supercommunicator explains step by step how you can turn complicated concepts into meaningful and compelling messages sure to win hearts, minds, and budgets.
