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| Autore                  | Lewis David H. <1970->  |
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| Altri autori (Persone)  | MillsG. Riley   |
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| Soggetti                | Business communication<br>Persuasion (Psychology)<br>Communication  |
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| Nota di contenuto       | The Pin Drop Principle; Contents; Introduction; Chapter 1 Understand the Secrets of Persuasion; Intention and Objective; Defining Your Objective; Choosing an Intention; Putting Intention and Objective into Practice; Intention Cues; Primary and Secondary Intentions; The How of Intention Cues; Chapter 2 Tell a Good Story; The Power of Storytelling; Why is Storytelling so Effective?; How to Craft a Good Story; Structuring Your Story; The Power of Surprise; Using Humor; Finding Your Voice as a Storyteller; Chapter 3 Craft a Compelling Narrative; Composing Your Message: an Overview<br>Assessing Your Audience<br>Finding Your Core Theme; The Primacy-Recency Effect; The Rule of Three; Mastering Your Transitions; Structuring Your Message; The Opening; Main Body; Closing; Rhetorical Tools and Techniques; Signposts; Spotlights; Teasers; Callbacks; Metaphor and Simile; Chapter 4 Be Prepared; Preparing Like a Pro; The Three Phases of Preparation; Contingency Plans; The Myth of Over-Preparing; The Anxiety of Performance; Techniques to Combat Speech Anxiety; Chapter 5 Project Confidence; Intent Versus Impact; |

Congruence Versus Incongruence; Creating a Strong First Impression  
The Five Major Areas of Nonverbal Communication Posture; Eye Contact;  
Facial Expressions; Gestures; Movement and Spatiality; Chapter 6 Say It  
Like You Mean It; The Power of the Voice; Paralanguage; Volume; Pitch;  
Inflection; Pace; Banish Verbal Viruses; The Power of the Pause;  
Articulation; Choose your Operatives; Protect your Voice; Chapter 7  
Listen to Understand; Why Listening Matters; Barriers to Effective  
Listening; Active Listening; The Four Types of Listening;  
Comprehensive Listening; Critical Listening; Sympathetic Listening;  
Selective Listening; Improving Your Listening Skills  
Listening and Memory Chapter 8 Think on Your Feet; The Challenge of  
Thinking on Your Feet; Mastering Impromptu Speaking; Tackling the  
"What do you do?" Question; Creating a Summary Statement; Crafting  
Your Positioning Statement; Chapter 9 Stay Focused and On Track;  
Distracted Audiences; Red Flags and Warning Signs; Controlling Your  
Audience; Create a Pattern Interrupt; Manage Conflict; Capturing (and  
Keeping) Your Audience's Attention; Connect Early; Be in the Moment;  
Set Ground Rules; Take Frequent Breaks; Blank Your Screen; Honor the  
Time; Handling Questions Effectively  
Focus on the Question and the Questioner Use Checkbacks; Create a  
Bridge; Maintain a Confident Presence; Reflect and Answer Carefully;  
Defer an Answer Until Later; Be Succinct; Defer to an Expert; Repeat the  
Question; Facilitate a Discussion; Rephrase Hostile Questions in Neutral  
Terms; Use Connector Statements; Use the Relevancy Tree; Prepare by  
Murder Board; Chapter 10 Assert Yourself; Getting What You Want; The  
Persuasion Equation; Finding Your Signature Style; Gaining  
Commitment; Getting Buy-in from Senior Leadership; Providing  
Feedback; Delivering Bad News; Conclusion; Notes  
Glossary of Terms

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## Sommario/riassunto

Tap into the powerful techniques of professional actors and great communicators The Pin Drop Principle is a step-by-step master class for anyone wishing to become a more confident and credible communicator. Lewis and Mills believe all business professionals ought to deliver their message in such an engaging way that one could literally hear a pin drop when they speak. The secret to doing so comes from an unusual world: professional acting. By activating "objective" and "intention"-the main tools of actors (and great communicators)-business people can give their messages mea

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