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| 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. |