



The New Articulate Executive: Look, Act and Sound Like a Leader: Look, Act and Sound Like a Leader

Granville Toogood

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The Classic Guide to Business Communications . . . Updated for a New Generation of Media-Savvy Leaders

Even with the latest high-tech tools and communication options, the simple truth is this: You need to look, act, and sound like a leader to succeed in today's world. According to top executive coach Granville Toogood, "Wonderful things happen when people talk face-to-face." His proven secrets of professional speaking give you the power and confidence to command any audience--in any situation—and get results.

"An indispensable tool for executive success." -- Zbigniew Brzezinski, Robert E. Osgood Professor of American foreign policy at Johns Hopkins University's School of Advanced International Studies

"Granville Toogood is a brilliant communicator and teacher who has made world-class communicators out of our people." -- Michael Koffler, Chairman, Young President's Organization

"The beauty of Granville Toogood's method is how simple it is to implement." -- Scudder Fowler, CEO, The Liminal Group

"Granville Toogood is a transformational teacher and coach. His new book is a must read for anyone hoping to effectively engage an audience or lead organizations." -- Sean Geehan, President, The Geehan Group

"Makes the capable business person more capable, more successful, and definitely more confident." -- Martha Stewart

Corporate coach Granville Toogood has trained some of the biggest names in business today--including 38 top executives in the Fortune 50--and his bestselling book, *The Articulate Executive*, has become the gold standard when it comes to public speaking and corporate communications.

This all-new edition provides you with the most powerful speaking tools and techniques from Toogood's acclaimed workshops--so you can look, act, and sound like a leader in any situation.

Using his proven step-by-step system, you can:

- Position yourself as a leader in your industry.
- Command any venue and compel any audience.
- Use the "8-second rule" to make a strong first impression.
- Speak with the confidence of a CEO.
- Outperform in any presentation.

Whether you are giving a speech, making a presentation, conducting a meeting, or simply talking one-on-one, these tried-and-true communication techniques are guaranteed to help you step up your game and speak like a pro.

The book is filled with easy-to-use checklists and essential tips to help you organize your thoughts and deliver your message--with confidence, style, and great success. In addition, you'll learn how to master high-tech tools such as PowerPoint and deck presentations, how to deal with Q&A sessions and media interviews, and how to write winning corporate communications that really do the job.

Remember: In today's competitive market nothing is more important than how you present yourself and your company--and no book is more informative and powerful at this--than Granville Toogood's *The New Articulate Executive*.

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Lynn Bailey:

A lot of people always spent their very own free time to vacation or even go to the outside with them loved ones or their friend. Did you know? Many a lot of people spent they free time just watching TV, or even playing video games all day long. If you need to try to find a new activity this is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent 24 hours a day to reading a e-book. The book The New Articulate Executive: Look, Act and Sound Like a Leader: Look, Act and Sound Like a Leader it is extremely good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. In the event you did not have enough space bringing this book you can buy typically the e-book. You can m0ore quickly to read this book from a smart phone. The price is not very costly but this book possesses high quality.

Marylou Beauregard:

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