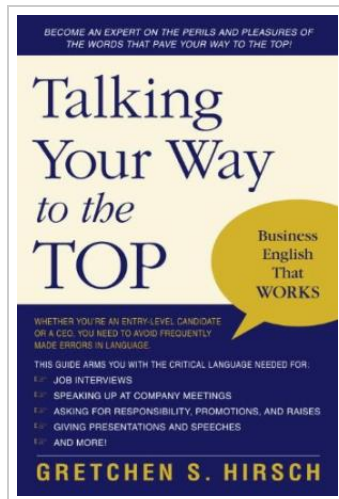




Talking Your Way to the Top: Business English That Works

By Hirsch, Gretchen S.

Prometheus Books, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: What's the difference between ambiguous and ambivalent? When is it right to say he and I, and when is him and me correct? What's the most important part of a voice mail message? What's the one mistake that's guaranteed to make an audience fall asleep during your presentation? Whether you're the CEO of a conglomerate or an entry-level candidate preparing for an interview, how you speak has an effect on how you're perceived. Grammar gaffes, incorrect word choices, inappropriate language, and inarticulate expression can peg you as both uneducated and unsophisticated. If you're uncertain about how effectively you speak, business-communications expert Gretchen S. Hirsch has all the answers in this one comprehensive, amusing, and very useful book. Full of on-target tips and easy-to-navigate lists of frequently misused words, Talking Your Way to the Top is a quick, entertaining reference for any businessperson interested in becoming a more interesting and powerful speaker. It teaches you to recognize and avoid noxious nouns, vexing verbs, jarring jargon, wretched redundancies, and execrable euphemisms. Even better, Hirsch leads you every step of the way on the road to success. She gives...



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