

# 10 Simple Secrets of the World's Greatest Business Communicators

*Carmine Gallo*

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## **10 Simple Secrets of the World's Greatest Business Communicators** Carmine Gallo

How you too can learn the presentation secrets behind today's greatest CEOs

Acclaim for 10 Simple Secrets of the World's Greatest Business Communicators

"As a leader, you have to do more than promote your brand...you have to live it! Carmine Gallo's engaging new book will show managers and executives how to embody the promise of their companies' products and services, and get people excited about their brand."

-Jeff Taylor, Founder and Chief Monster, Monster.com

"I wish that 10 Simple Secrets had been available when I was just starting as a real estate agent in New York. It would have shaved years off my learning curve as a public speaker. Carmine's book is a must-read for service professionals, CEOs, managers or anyone who needs to persuade for a living."

-Barbara Corcoran, Founder, Corcoran Group

"If you run a company or aspire to, this book is a must-read to understand how the CEO is the most effective tool in a company's communication arsenal to differentiate itself with customers, employees and investors."

-Ron Ricci, Vice President of Corporate Positioning, Cisco Systems, Inc.

"10 Simple Secrets is direct, fascinating and very credible--after all, these guys are wildly successful!"

-Stuart Varney, FOX News business journal

"10 Simple Secrets is a book that should be read by anyone who does public presentations, no matter how expert. Gallo has collected good, often forgotten advice and stitched it together into a valuable resource. A keeper. Highly recommended."

-John C. Dvorak, columnist, PC Magazine

## **10 Simple Secrets of the World's Greatest Business Communicators Details**


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# **From Reader Review 10 Simple Secrets of the World's Greatest Business Communicators for online ebook**

**Lori Grant says**

A must-read book on improving your business communication skills.

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**Rick Yvanovich says**

Whether you find that you already know these 10 secrets or whether some of them are new to you, or you want a quick refresh / reminder, this is a quickish read to pack on your next short trip.

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**Sara says**

Good book. It wasn't dry or boring and had lots of good, real life examples. The book recommends watching videos on the author's web site. I was disappointed that I couldn't find them.

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**Cindy says**

Maybe this author knows about public speaking, but he isn't a good writer. Tons of name-dropping and repetition. Good material, but it was the same thing over and over and over and over.

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**L?u Tu?n Ngh?a says**

Read: 1st time

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**Tobias Leenaert says**

good, practical aid on public speaking

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**Al Lock says**

If you like books with tips and "secrets", this one is ok. Don't expect a lot of depth. Easy and enjoyable read.

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**Ananth says**

Good read. which gets into the key areas which makes an impact on the audience. Loved the simplicity.

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**Giovanni Segar says**

Carmine certainly did a lot of research and interviews for this book. I like his unique approach that the speakers of old times such as Abraham Lincoln and others are not really relevant to us, and thus we should stop always resorting to them for speaking advice. They don't live in our modern society that requires a different type of oratory than what worked back then.

Of the 10 secrets, only a few are the same as what you always hear. After reading several speech books you eventually see the same thing over and over, but Carmine does a good job keeping it fresh.

If you are already good at speaking, I think this book can still help you. Just read it a bit quicker.

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**Sandra Soetanto says**

In nowadays environment, to be able to work effectively we need a good (or even great) communication skill. For those who'd like to enhance their communication skill, this book can simply help. An eye-opening start, by which the author mention that passion is the main fuel of good communication, followed by nine other simple 'secrets' on how we can communicate better, mainly when we deliver public speaking. The stories in this book are also enriching the readers with great communicator's experiences and lessons. I think that trying to practice bite by bite 'secrets' written in this book on your daily opportunities can help you develop your communication skill.

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