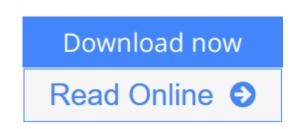


You Are the Message: Secrets of the Master Communicators

By Roger Ailes



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Ailes, a television producer and communications consultant, has worked with Ronald Reagan, many U.S. Congressmen, and some of America's top executives. In his book he teaches simple concepts and techniques for personal and professional communication.

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Editorial Review

Review

"A first-class book that takes you behind the podiums with the big names in politics and industry. Don't say a word until you get through this one." -- *The Wall Street Journal*

Accomplished Media Master Reveals Deepest Secrets of Powerful Communication in a Brilliant Bestseller

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From the Inside Flap

""You are the message." What does that mean, exactly? It means that when you communicate with someone, it's not just the words you choose to send to the other person that make up the message. You're also sending signals about what kind of person you are--by your eyes, your facial expression, your body movement, your vocal pitch, tone, volume, and intensity, your commitment to your message, your sense of humor, and many

other factors.

The receiving person is bombarded with symbols and signals from you. Everything you do in relation to other people causes them to make judgments about what you stand for and what your message is. ""You are the message" comes down to the fact that unless you identify yourself as a walking, talking message, you miss that critical point.

The words themselves are meaningless unless the rest of you is in synchronization. The total you affects how others think of and respond to you.

Users Review

From reader reviews:

Michael Collins:

What do you with regards to book? It is not important along with you? Or just adding material when you require something to explain what the one you have problem? How about your extra time? Or are you busy man or woman? If you don't have spare time to perform others business, it is gives you the sense of being bored faster. And you have spare time? What did you do? Everybody has many questions above. They must answer that question since just their can do that will. It said that about e-book. Book is familiar in each person. Yes, it is correct. Because start from on kindergarten until university need this kind of You Are the Message: Secrets of the Master Communicators to read.

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Jessica Adkins:

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