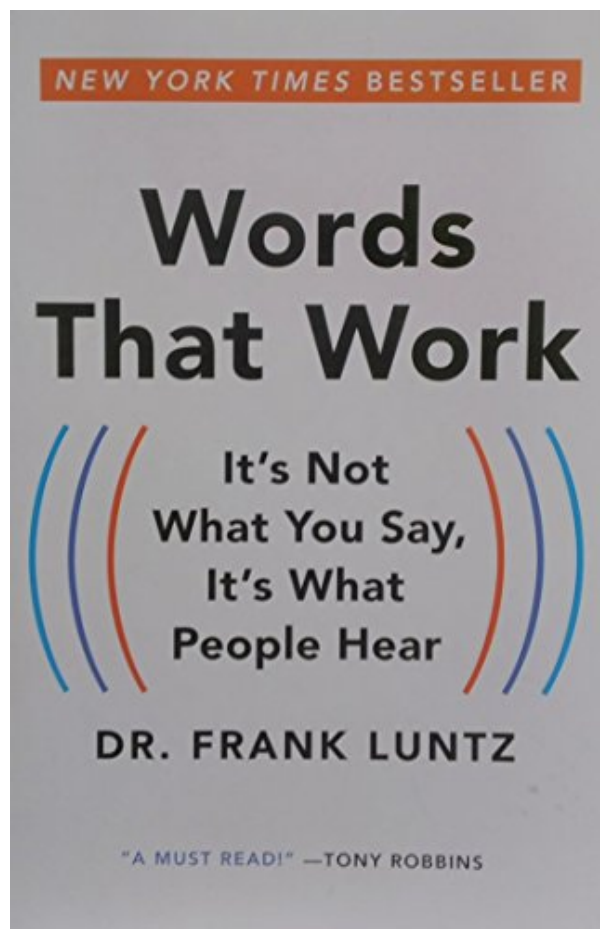


**WORDS THAT WORK: IT'S NOT WHAT YOU
SAY, IT'S WHAT PEOPLE HEAR BY FRANK
I. LUNTZ**



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NEW YORK TIMES BESTSELLER

Words That Work

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What You Say,
It's What
People Hear

DR. FRANK LUNTZ

"A MUST READ!" —TONY ROBBINS

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The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country. In *Words That Work*, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. He'll tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.

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- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x 1.00" w x 5.25" l, .68 pounds
- Binding: Paperback
- 368 pages

Features

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Most helpful customer reviews

3 of 3 people found the following review helpful.

Review of Words That Work

By Kindle Customer

What we say to each other and how we say it conditions how people respond to each other. Frank Luntz' book is an easy to read "textbook" on how to achieve your personal goals using "words that work." I have always believed that using negative words, such as "regret" or "problem," should be avoided. But Luntz tells us not only what words or phrases to use but why.

This book should be a textbook used in a course offered in any communications curriculum.

5 of 5 people found the following review helpful.

The Man Knows His Craft

By Wally S

I'm a Democrat, Luntz a Republican. Often you can learn more from the opposition than your friends. Luntz knows his craft, although his cynicism about manipulating people through words is a little disturbing. Words matter, and Luntz understands words.

1 of 1 people found the following review helpful.

Good message; worth reading.

By Cmiri

It's a good book. It certainly has a few very good points. However, I find its message to be repetitive. I have the feeling you could say in one chapter what the author conveyed in many (yes, he should've stick to some of his own rules: be brief, etc.) :-))

It will raise your awareness on the need to calculate which words to use and how to convey them.

Also, I found it reads easily for the most part.

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