



How to Get Your Point Across in 30 Seconds or Less

By Milo O. Frank

Simon Schuster Ltd, United Kingdom, 2000. CD-Audio. Book Condition: New. New edition. 142 x 124 mm. Language: English . Brand New. The 30 second message can change your life. Sound impossible? Believe it. It s true! You can get your point across in 30 seconds. Media research proves it. Television commercials capitalize on it. People are only able to give their full, undivided attention in 30 second bites. Milo Frank, former CBS television talent and casting head, who teaches communication skills to the top executives of such Fortune 500 companies as ATT, IBM and Bank of America, shows you how easy it is to get your point across in 30 seconds -- and get what you want. Whether you are writing a letter or memo, making a speech, asking for a raise or promotion, making a point, or closing a sale, How To Get Your Point Across In 30 Seconds Or Less is an invaluable training tool for both business people and professionals. You will be amazed at your enhanced effectiveness when you discover how to use the 30 second message to get exactly what you want.



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