

Total Anecdotal

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Synopsis

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Being able to communicate clearly, either spoken or written, has never been more challenging than it is today. So many of the modern techniques - emailing, texting, blogging, twittering, etc. - have led to a very different style of communication than has historically been the case. The overriding goal of these techniques seems to be brevity, which is often accomplished at the expense of spelling, good grammar, meaning, and clarity. Moreover, there is often a confrontational tone, especially in blogs. It is worth spending a little time talking about how to get your message across clearly and in a manner that the listener or reader will enjoy. After all, if you don't master the mechanics of effective communication, the content of your message won't matter! </p> <p>Effective communication consists of two principal elements: what you say and how you say it. Truly effective communication requires both - one can't stand without the other. This book is about helping you say what you want to say in a manner that your audience will both understand and enjoy. </p> <p>The organization of the book is a catalog of a number of issues, categories, points - call them what you will - then offer several anecdotes relevant to the particular subject. So, if you are making a speech or preparing a written presentation, you can look through the list and see if there are anecdotes that will be useful in making your case. People listening to you or reading something you've written are more likely to remember the point you are trying to make if you illustrate it with an anecdote - preferably a humorous one. Hence, this little book.</p>

Reader's comments

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