

The Articulate[®] Professional

Read a page tonight:
You can use it tomorrow!

SOME OF THE TESTIMONIALS FOR THE PREVIOUS EDITIONS

"The Articulate Professional should prove a useful tool in building an effective and distinctive vocabulary for today's managers."

John D. Ong, Chairman & Chief Executive Officer – The BFGoodrich Company

"The Articulate Professional deserves a place among the essential resource books on every professional's bookshelf. It offers a practicable approach to sharpen verbal skills in an easy and fun to use format."

Ray Scippa, Corporate Communications Director – Continental Airlines

"The Articulate Professional is the ultimate self-help tool for professionals in all walks of life – managers, educators, job seekers. With it, communicators attain the precision of expression so necessary to convey their ideas and opinions in a cacophonous marketplace..."

Dr. David B. Small, Director of Career Planning & Placement – University of Houston

The Articulate Professional is a powerful tool for enhancing your persuasiveness and impact. It will help you acquire the **Wide and Vivid Vocabulary** used by America's most articulate when emphasizing accomplishments, highlighting challenges, asserting views, inciting others to action, bestowing praise, and injecting humor. With more than **1600 examples**, this all-new edition will enable you to use — confidently and in a variety of contexts and situations — over **200 choice words** selected from a proprietary and extensive database that documents the high-caliber words used *conversationally* by leaders in virtually all fields, including business, government, politics, education, science, and the arts. The book is designed expressly for those who are required to play **vital communication roles**, such as in **meetings, presentations and speeches, interviews, important conversations**, and of course, **emails and letters**.

A critical ingredient of influence and persuasion is the ability to **affect** people, as well as to create **lasting impressions** and **indelible images** when speaking at key moments. The carefully selected words and conscientiously designed examples in *The Articulate Professional* are designed to help you do just that.

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The Articulate[®] Professional
V. J. Singal

3rd Edition

Sequoia



The Articulate[®] Professional

by V. J. Singal

A Powerful Tool for Persuasive and Effective Communications

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