



Nerd-to-English: Your Everyday Guide for Translating Your Business, Your Messages, and Yourself

Glenn S. Phillips

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Every wonder why your messages get lost? Or why others ignore you?

Maybe you know someone that sounds smart but makes little sense to you? Why does this happen? What does it cost you in your career, your business and your life?

Whether we admit it or not, we are all a nerd about something. To succeed in business, it is critical to understand when your messages are being ignored or lost.

Nerd-to-English explores the gaps we all have in our communication with not only each other, but with ourselves.

Author Glenn S. Phillips shares lessons, experiences and insight derived from overcoming personal and financial crisis and discoveries from more than twenty years of business and technology consulting. The book explores the ways we all fool ourselves, how to recognize this behavior, and ways to overcome these challenges to become more effective sharing our message.

Discover How To:

- * Stop being your own worst obstacle
- * Understand your audience so they will understand you
- * Learn from the common mistakes of others
- * Help others share their messages with you
- * Hear what you've been missing all this time

This Book May Be For You IF you are ...

...**management or leadership** and want to understand all parts of your team better.

... in **sales or marketing** and want your customers to understand you better.

... in a **technical field** and want your boss, colleagues or customers to understand you better.

...in **customer service** and would like to offer better service.

...in **education** and aspire to share your knowledge better.

... looking for a **job (or promotion)** and want an employer to appreciate you better.

... in a **personal relationship** and want to understand your partner better.

... ready for **personal discovery** and willing to accept a few surprises.

This book is probably not what you expect. It's focus is not about avoiding big words. It is about how we, as human beings, communicate and how to improve understanding.

Award-Winning Finalist in the **Business: Management and Leadership** category of the USA "Best Books 2011" Awards, sponsored by USA Book News. USA Book News is the premier online magazine and review website for mainstream and independent publishing houses.

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Rosa Flint:

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Lisa Jennings:

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Harvey Sanchez:

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