



Habilidades de comunicación hablada: Asertividad + persuasión + alto impacto (Mentoring Para Comunicadores Inteligentes) (Spanish Edition)

Sonia González A.

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Vale mas saber poco pero decirlo bien, que saber mucho y no tener idea de comunicarlo.

Para un liderazgo mas asertivo y de alto impacto, hay que empoderar a los profesionales en la competencia de la comunicación. Empoderar al funcionario en la asertividad de su comunicación lleva a la empresa a un mayor nivel de impacto en la rentabilidad de su negocio. Durante quince años como consultora de empresas del sector financiero y de multinacionales, Sonia Gonzalez ha desarrollado una metodología muy práctica para lograr la claridad, fluidez y concreción de la forma de comunicarse de los profesionales.

Este libro, número dos de la serie *Comunicación inteligente*, ofrece una metodología práctica, de comprobados resultados, que permite corregir las debilidades comunes de los líderes en sus presentaciones. Con claves sencillas y aplicables, se efectuará un cambio extremo a la comunicación hablada, tanto en el fondo de que se dice como en la forma de como se lo dice.

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