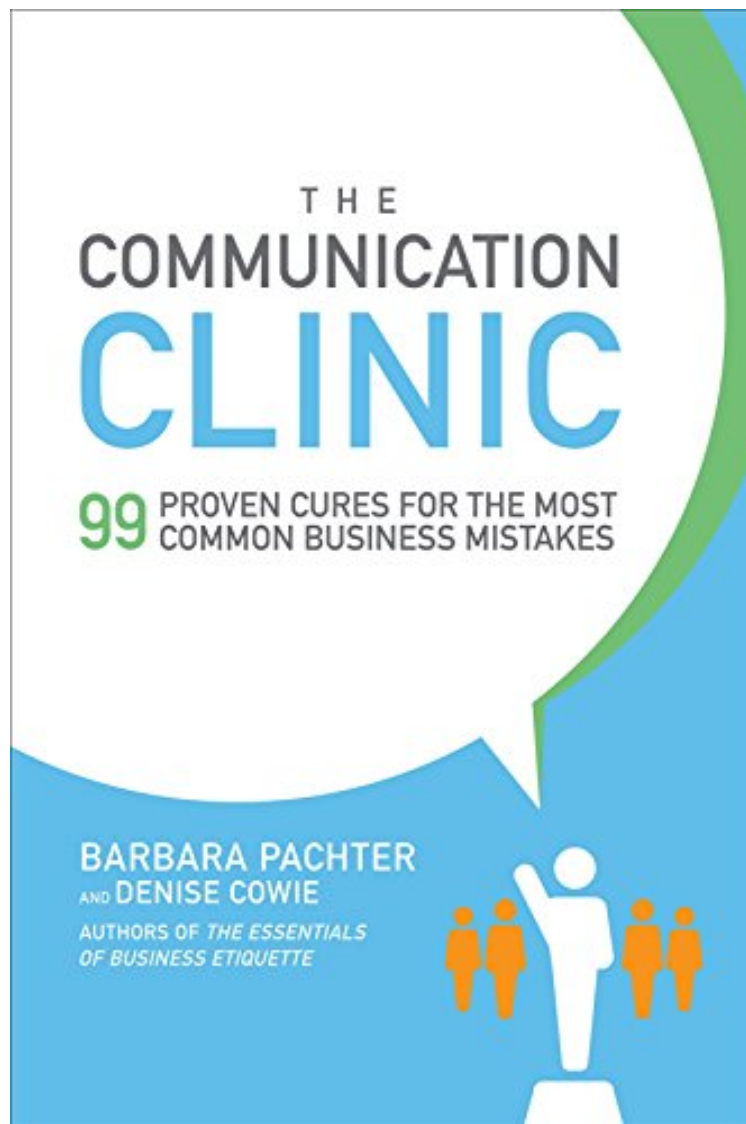


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The Communication Clinic: 99 Proven Cures for the Most Common Business Mistakes: 99 Proven Cures for the Most Common Business Mistakes (Business Books)

Barbara Pachter, Denise Cowie
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The proven prescription for powerful business communication
Sending an email plagued with typos. Rushing through a presentation. Never saying "no." Under-dressing for a company event. What do these all have in common? Bad messaging. The Communication Clinic is a comprehensive, commonsense guide to getting the job of your dreams and presenting yourself in the best light through your writing, speaking, body language, and overall appearance. In no time, you'll begin recognizing the subtle mistakes that are holding you back, and taking steps to overcome them. The Communication Clinic provides the proven prescription for:

- Writing effective emails
- Developing a professional presence
- Mastering verbal and nonverbal communication
- Using social media for career success
- Designing and delivering powerful presentations
- Being assertive (but not aggressive) in person and online
- Managing conflict

Business interactions are increasingly done over digital platforms and across traditional boundaries. Never has clear communication been more critical. Unskilled communicators can create awkward situations, negatively affect business profitability, and even end their own careers with a few poorly chosen keystrokes. Consult The Communication Clinic and you'll show everyone that you understand your job, that you care about your career, and that you work well with others—all of which come across loud and clear through effective communication.

From the Back Cover
"This book is a prescription for professional success! It provides the treatment needed to best present yourself in writing, speaking, and everyday communication. A 'must have' reference tool in every professional's cabinet."
--Paula M Agosto RN, MHA, Chief Nurse Officer, The Children's Hospital of Philadelphia
"In this age of 24-hour tweets and Social Media outreach, The Communication Clinic is a thoughtful and accessible guide for anyone -- from student to professional -- on how to enhance important communication skills. I expect that this well-designed book will become a 'must have' for any teacher, human resources professional or corporate officer that advises on career strategies. But most of all, it should be a must for every job seeker who wants to stand out in today's competitive market place."
--Arlene Morgan, Assistant Dean, External Affairs, Temple University School of Media and Communication; formerly Associate Dean, Columbia Journalism School
"Simply put, communication skills are the key to workplace success. And Pachter and Cowie show you how, simply and effectively. The authors bring a lifetime of experience sharpening prose, and lay out the techniques good writers and speakers use in plain, straightforward English. If you want to write more clearly, give better presentations, and most of all, be listened to, the rules and tips in this book are essential."
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"Pachter and Cowie have authored yet another great resource for business professionals! Many of the tips included in this book are essential to achieving success and/or avoiding mistakes that can impact one's career."
--Jim Alexander, PharmD, Executive Director and Founder, Industry Pharmacists Organization
"All readers, those just beginning their careers as well as seasoned professionals, will benefit from the insightful advice provided by Barbara and Denise across a wide range of real life business situations. Covering topics as simple as every day e-mail etiquette to far more complex situations where discretion and judgment are necessary, the guidance provided in this book will help ensure successful results from all communications."
--Cathy Pulos, Senior Vice President, Chief People and Chief Financial Officer, Wawa, Inc.
"Pachter and Cowie have done an excellent job of providing more useful information for professionals at all stages of their careers. By

using real-life dilemmas from the business environment, they provide extremely helpful and practical solutions to those issues and mis-adventures that can derail careers. Their prescriptions for success will provide much-needed lifelines to those who are floundering and bolster those who are already fans of their message.”--Joseph A. Barone, Pharm.D., FCCP, Dean and Professor, Ernest Mario School of Pharmacy

About the Author Barbara Pachter is an internationally renowned speaker and coach on business etiquette and communications, and instructor in the School of Business at Rutgers University. She has written 10 books on related topics, including *Essentials of Business Etiquette*. Pachter is quoted regularly in newspapers and magazines such as *The Wall Street Journal*, *The New York Times*, and *TIME*. She has made appearances on *20/20*, *The TODAY Show*, and *The Early Show*. Denise Cowie is a writer and editor who has worked on books and newspapers on three continents. She worked for the *Philadelphia Inquirer* for many years as a feature writer, columnist, and editor. Cowie also edited Barbara Pachter's book *Greet! Eat! Tweet!*