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## Drop the Pink Elephant: 15 Ways to Say What You Mean. and Mean What You Say (Mass market ed)

By Bill McFarlan, Eamonn Holmes

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Drop the Pink Elephant: 15 Ways to Say What You Mean. and Mean What You Say (Mass market ed), Bill McFarlan, Eamonn Holmes, "As GMTV anchor, I interview hundreds of people every year. However well they interview, every single person would find it easier to explain their case by following these simple principles." EAMONN HOLMES, GMTV Presenter "[Drop the Pink Elephant].tackle[s] every aspect of personal communication in a crisp, entertaining style." THE PLAIN ENGLISH SOCIETY "There can be no whitewash at the White House." (Richard Nixon). These nine words turned the American nation against their President. Why? Because people hadn't linked the White House with a cover up until Nixon himself made the connection. His own denial created the story. It is perhaps the most famous Pink Elephant in history. But what exactly is a 'Pink Elephant'? Pink Elephants are the unnecessary negatives that clutter your conversation and meaning, sending out the wrong signals to anyone you communicate with. In Drop the Pink Elephant, Bill McFarlan reveals how to avoid the deadly trap of allowing poor communication skills to obscure your meaning and reduce your effectiveness. Drop the Pink...



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