



## The Snowball Effect: Communication Techniques to Make You Unstoppable

By Andy Bounds

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Snowball Effect: Communication Techniques to Make You Unstoppable, Andy Bounds, The long-awaited follow-up to the international bestseller The Jelly Effect. Communication is supposed to cause something. That's the point of it. So, what do you want to achieve following your communication? Do you want someone to answer yes? Do you want to improve your relationships? Do you want people to understand exactly what you're talking about, first time? Whatever you want to achieve, you'll need decent communication to get there, and expert and bestselling author Andy Bounds shows us exactly how to nail our communication. Using the same conversational style that made The Jelly Effect so popular, The Snowball Effect is packed with short, rapid fire sections complete with visuals and special features to help us get serious results from our communication. The Snowball Effect explains how to: Persuade people to say yes more quickly, more often Enjoy your job more because you'll be calling the shots for a change Remove the communication frustrations you feel all too often Get more done, more quickly because you're getting people on your side faster...



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