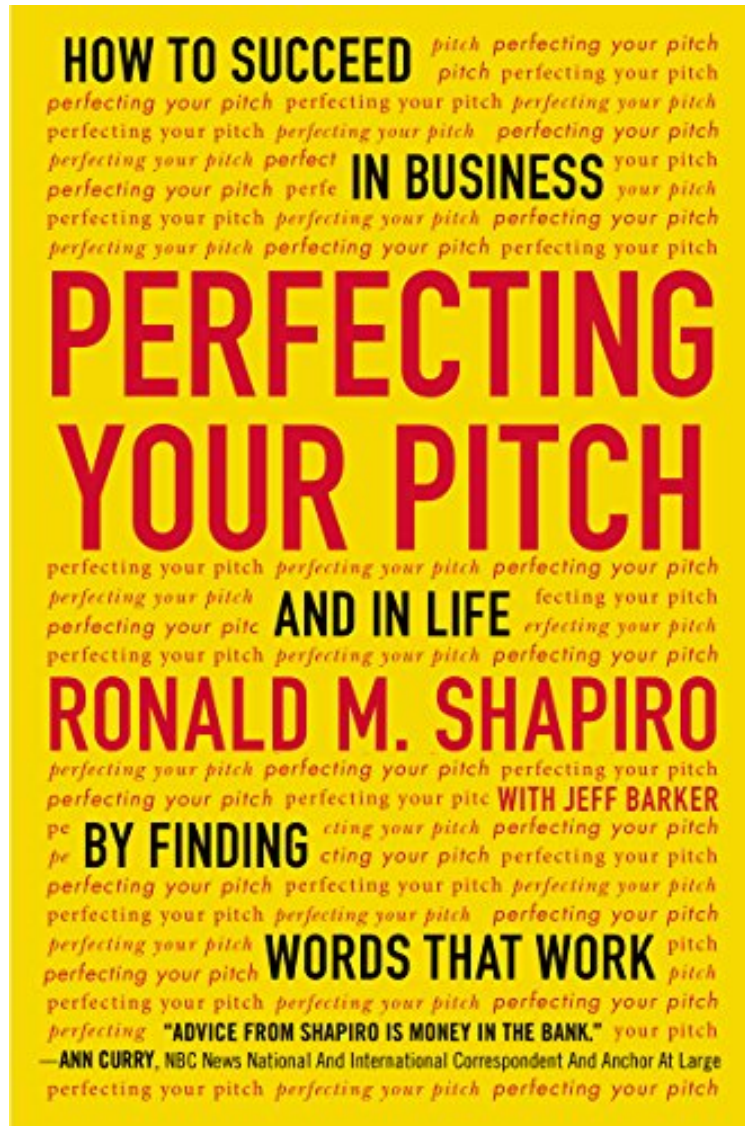


Perfecting Your Pitch: How to Succeed in Business and in Life by Finding Words That Work

Ronald M. Shapiro

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following review helpful. Incredibly valuable for both business and everyday lifeBy Gregory DinkinWhat makes this book special is the range of topics covered. From dealing with a roommate to vendors to spouses to multimillion-dollar business deals, you will have a model to make all of life's transactions more pleasant and profitable. It's amazing how the authors make high-level strategic advice so easy to understand and implement.0 of 0 people found the following review helpful. Great book for approaching any situation where you really really ...By Joseph PezzulaGreat book for approaching any situation where you really really want something from someone else. The second half holds a ton of examples for all situations, many of which are just ways to utilize the three D's that are explained earlier in the book. A helpful read.

Whether you're asking for a raise, selling but holding your price, ending a relationship, or talking to children about divorce, success is predicated on planned, effective communication. Yet, most people fail to properly prepare their message. A veteran corporate attorney, sports agent, and expert consultant, Ronald M. Shapiro has spent years developing and honing his negotiation techniques. Now, Shapiro shares the bulletproof system of scripting he calls the Three D's: Draft, Devil's Advocate, Deliver. Illustrating his methods with fascinating real-life stories and helpful scripts, he walks readers through the process of creating an effective message, preparing for counterarguments, and delivering the results with confidence and grace. Applicable across a broad range of situations, *Perfecting Your Pitch* empowers us to get the results we want.

Perfecting Your Pitch is filled with powerful insights about effective communication for leaders, parents, friends, spouses, managers, and consumers. Ron Shapiro, a world-renowned negotiation expert, sports agent, and lawyer, shares rich examples and practical wisdom accumulated through decades of experience. The book takes readers behind the scenes of major sports deals, business negotiations, and family challenges, revealing how Shapiro has achieved extraordinary success and helped others follow in his footsteps—all while maintaining impeccable integrity. — Adam Grant, Wharton professor and bestselling author of *Give and Take* — Advice from Ron Shapiro is money in the bank. If you want to learn how to deal with life and business communication challenges, then perfecting your pitch is a must read. — Ann Curry, NBC News National and International Correspondent and Anchor at Large — "Perfecting Your Pitch covers a staggering array of life situations, from salary negotiations to personal relationships, in which a wrong word or an inept phrase could mean the difference between success and failure. Sometimes you only get one chance to ask for what you want or express how you feel — and this book is the perfect guide to help you make the most of those opportunities." — Daniel H. Pink, author of *To Sell is Human* and *Driven* — "Effective, strategic communication is important for success in everything we do. Ron Shapiro is a proven negotiator and renowned communicator, who provides practical advice on how to build individual confidence and deliver hard messages with skill, forcefulness, and empathy. His easily adaptable approach and practical lessons in this great book will help anyone communicate better and more effectively in every walk of life." — John Harbaugh, Head Coach of the Super Bowl XLVII Champion Baltimore Ravens About the Author Cofounder of the Shapiro Negotiations Institute, RONALD M. SHAPIRO has negotiated more than \$1 billion in contracts. His techniques have helped resolve a national symphony orchestra strike, facilitate solutions to human relations problems, and reconcile disputes in the government and corporate world. His bestselling books include *The Power of Nice* and *Dare to Prepare*. JEFF BARKER is a Baltimore Sun sports reporter. He has covered news, politics and sports for The Sun, Arizona Republic and AP and has appeared on PBS, CNN, ESPN and other networks. He lives with his wife and daughter in Silver Spring, Maryland.