



Power of Communication, The: Skills to Build Trust, Inspire Loyalty, and Lead Effectively

Helio Fred Garcia

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Communication is the absolutely indispensable leadership discipline. But, too often, leaders and professional communicators get mired in tactics, and fail to influence public attitudes in the ways that would help them the most. *The Power of Communication* builds on the U.S. Marine Corps' legendary publication *Warfighting*, showing how to apply the Corps' proven leadership and strategy doctrine to all forms of public communication — and achieve truly extraordinary results. World-renowned leadership communications expert, consultant, and speaker Helio Fred Garcia reveals how to orient on audiences, recognizing their centers of gravity and most critical concerns. You'll learn how to integrate and succeed with all three levels of communication: strategic, operational, and tactical. Garcia shows how to take the initiative and control the agenda... respond to events with speed and focus... use the power of maneuver... prepare and plan... and put it all together, becoming a "habitually strategic" communicator.

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