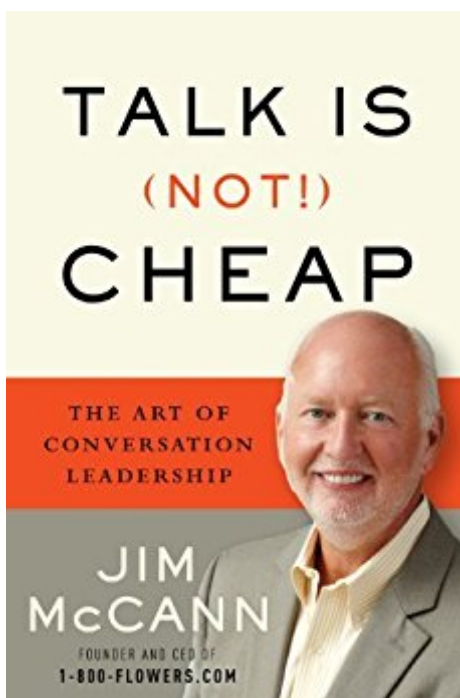


The book was found

Talk Is (Not!) Cheap: The Art Of Conversation Leadership



Synopsis

Jim McCann has spent his career talking. For McCann, the founder and CEO of the world's largest florist, 1-800-Flowers.com, being open and ready to speak to a variety of audiences is his most powerful leadership tool. In *Talk Is (Not!) Cheap*, McCann illustrates how the art of conversation leadership—the process he developed to engage others and create forward momentum in the workplace—can be used to inspire, innovate, and win. Using a blend of how-to and insightful personal stories, this book argues that the gift of gab may just be the most critical (and undervalued) skill set in today's workplace. Lessons include how to overcome hesitation when diving into conversation with strangers and knowing when to just “shut up and listen!” McCann's practical advice comes from twenty years of experience as the voice of small business, and from meeting and exchanging ideas with other influential business leaders around the world. Whether you're interacting with customers, pitching new business to a client, or seeking to be heard within your own company, *Talk Is (Not!) Cheap* will strategically transform the way you communicate and listen. With McCann as your guide, this important book will teach you how the art of conversation leadership can improve and joyously change your life.

Book Information

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Customer Reviews

I bought the CD before launch because I wanted to listen while driving back and forth into the city every day. When I got them, I was waiting for a fuse to arrive so the system in my car could work. I was so anxious I bought it on my Kindle and the actual book. I have read Mr. McCann's "Don't Forget to Smell the Roses" and loved his story. I honestly wondered if it would be about Communication 101, but it wasn't. I have to find the right words to say this...it was a man (Mr. McCann) who has succeeded against all odds and in this book he writes about his journey. How important communication is to his customers, his co-workers, and his family. The way I see it is, I'm being told by a man who has achieved the American Dream how he did it - and still does it - by communicating. It's very inspiring as opposed to a checklist. It made me connect to my own ways I communicate with others and thought of ways I could do some things better. This man is a remarkable person!

This is a biography of Jim McCann, and he does a good job of stressing the importance of opening a dialogue and starting a conversation with other people. Jim McCann talks about the changing communication mediums, and importance of effectively using each medium in opening a dialogue and start a conversation with others. This is not a TED Talk book, or public speaking book, but it is still a good read.

Unless you have the same personality as the author, you won't get much out of this book. According to a study, about 25-40% of the population is introvert. Perhaps the book is intended for those fit into the 60-75% of the population. For many introverts, talk is definitely not cheap.

Great story, great advice. Practical application of using skills to best communicate and achieve what you need to do. It's a great follow up of "Stop and Sell the Roses". I do wish the audio book was read by Jim McCann himself, but the audio reader was very good.

A quick read on business and life that doesn't try to re-invent the wheel but instead help it spin smoothly. Jim McCann details the need we have to connect with all the people we have in our lives:

family, friends, co-workers and business associates.

I would recommend this to anyone who is struggling with balance between technology and personal touch in business today whether large or small in scale.

Giving the "god ol'boy" the perpetual bully pulpit doesn't accomplish anything but forcefully promote mediocrity. Shootin the sh@# is still just shootin the sh@!.

Great reading. Good insights.

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