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Winning Minds Secrets From The

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“Winning Minds is an important resource for all engaged in corporate communication and for anyone else who wants to be able to tell the difference between leaders and misleaders.” -Prof J. Powell and Prof. L Rubinstein, Centre for Oratory and Rhetoric, Royal Holloway, University of London

Winning Minds: Secrets From the Language of Leadership ...

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Winning Minds Secrets From The Language Of Leadership Above are illustrations I drew for Simon Lancaster 's recently published book, Winning Minds Secrets From The Language Of Leadership . Simon is a successful speech writer who has written for many top politicians, including Alan Johnson , and business leaders.

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In Winning Minds, top speechwriter Simon Lancaster blends ancient rhetoric and neuroscience to create the definitive guide to the Language of Leadership. With trust in business and political leaders at record lows, there's never been a better time for a fresh perspective on communication.

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