



Be Quiet, Be Heard: The Paradox of Persuasion

Susan Rosenblum Glaser Ph.D., Peter Alexander Glaser Ph.D.

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Learn the secrets instinctively known to charismatic, persuasive communicators and reap the rewards of stronger relationships and increased influence in every area of life.

Communicating effectively is a learned behavior. Virtually anyone can become a more influential and persuasive communicator.

This ground-breaking book reveals concrete methods proven over 35 years of research, teaching, and consulting to address a wide range of communication challenges that organizations and individuals face. Readers learn to raise delicate issues, convince without being overbearing, and to constructively resolve conflict and criticism.

Based on international award-winning research, BE QUIET, BE HEARD rejects canned formulas that leave little room for adaptability. When people attempt to speak using pre-packaged sound bytes, others see right through the one-size-fits-all technique. In lieu of staid formulas, this book offers models that provide flexible guidelines and progressive steps that can be easily adapted to specific communication challenges.

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