



The Communication Clinic: 99 Proven Cures for the Most Common Business Mistakes

Barbara Pachter, Denise Cowie

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The proven prescription for powerful business communication

Sending an email plagued with typos. Rushing through a presentation. Never saying “no.” Under-dressing for a company event. What do these all have in common? Bad messaging.

The Communication Clinic is a comprehensive, commonsense guide to getting the job of your dreams and presenting yourself in the best light through your writing, speaking, body language, and overall appearance. In no time, you’ll begin recognizing the subtle mistakes that are holding you back, and taking steps to overcome them.

The Communication Clinic provides the proven prescription for:

- Writing effective emails
- Developing a professional presence
- Mastering verbal and nonverbal communication
- Using social media for career success
- Designing and delivering powerful presentations
- Being assertive (but not aggressive) in person and online
- Managing conflict

Business interactions are increasingly done over digital platforms and across traditional boundaries. Never has clear communication been more critical. Unskilled communicators can create awkward situations, negatively affect business profitability, and even end their own careers with a few poorly chosen keystrokes.

Consult *The Communication Clinic* and you’ll show everyone that you understand your job, that you care about your career, and that you work well with others—all of which come across loud and clear through effective communication.

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