



Inteligencia comunicacional (Plataforma Actual) (Spanish Edition)

Xavier Laborda Gil

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"Las cosas no cambian; cambiamos nosotros", afirmaba el escritor H.D. Thoreau. Y este libro sobre comunicación es útil para que cambiemos nosotros y, además, podamos cambiar las cosas. El autor presenta los principios y las técnicas de "la comunicación sexy", aquella que se caracteriza por un discurso atractivo y ágil. Su método combina claridad, sensibilidad y emoción, y se basa en el concepto de comunicación como negociación, cortesía y felicidad. Hay negociación al contemplar las expectativas de la audiencia. Hay cortesía al regular con tacto los recursos verbales del orador. Y es causa de felicidad porqu sirve para defender el bien social y satisfacer el deseo personal de mercer atención y respeto. El libro recoger historias de personajes ejemplares y ofrece actividades en cada capítulo para desarrollar habilidades expresivas. Las actividades son un reflejo de la obra, con un planteamiento lúdico que permite practicar la capacidad oratoria y explorar los gustos personales. Y al final sucede que las cosas cambian si cambiamos nosotros.

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