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Family & Relationships

Talk Is Not Cheap! Saving the High Cost of Misunderstanding at Work and at Home
Beverly Inman-Ebel
Bard Press
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A surprising look at something most people take for granted, Talk Is Not Cheap discusses interpersonal communication. There's nothing cliché about this book on improving one's personal communication skills—there is so much yet to learn, no matter how effective a communicator one imagines oneself to be.

Inman-Ebel draws upon her experience in speech pathology working with children and the disabled as well as business and political leaders to create a book that's ideal for anyone looking to become a better communicator. It's a blend of psychology and management theory written in plain language using simple analogies designed to help people in everyday interactions. It covers practical tips such as replacing negative words with "PowerWords," how to listen more effectively, as well as how to become aware of the pitch of one's voice and how to learn to control it.

Talk is Not Cheap would make an excellent reference book or basis for a corporate communication or sales and marketing course because it
precisely pinpoints personality types and offers practical advice on how to relate to such individuals. Like similar books that describe the four basic personalities and the strengths, weaknesses, needs and goals of each, this book takes it one step further by describing how best to manage, sell to and deal with each personality in the manner they want to be treated.

In a manner of speaking, Inman-Ebel really walks the talk and does provide readers with techniques for potentially avoiding costly misunderstandings in their personal and professional interactions.

Cindy Patuszynski