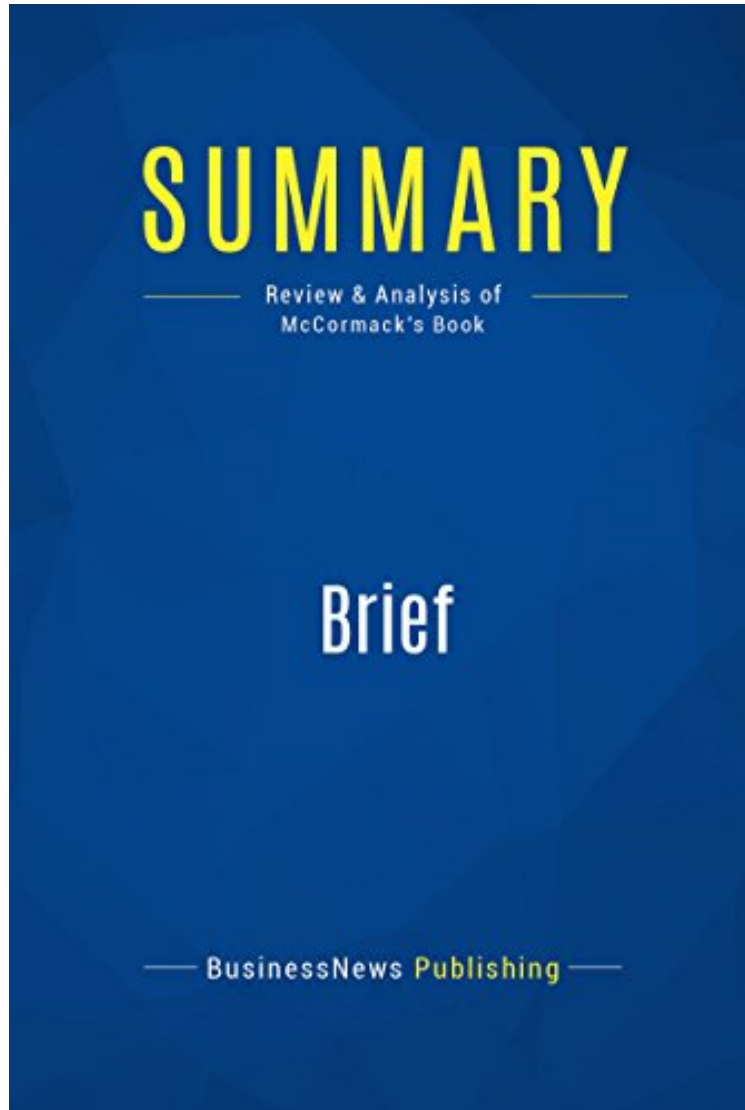


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The must-read summary of Joseph McCormack's book: "Brief: Make a Bigger Impact by Saying Less". This complete summary of the ideas from Joseph McCormack's book "Brief" teaches you how to get straight to the point by being concise, clear and brief. According to McCormack, being brief has become a crucial quality in society today. If being

brief can and must be applied whenever possible, it is important to master the concept. There are three main things to keep in mind to be systematically brief: A - Awareness D - Discipline D - Decisiveness
Added-value of this summary: **Save time**; Understand the importance of being brief as well as the key principles; **Increase your professional efficiency**
To learn more, read "Brief" and learn how to say more by saying less!