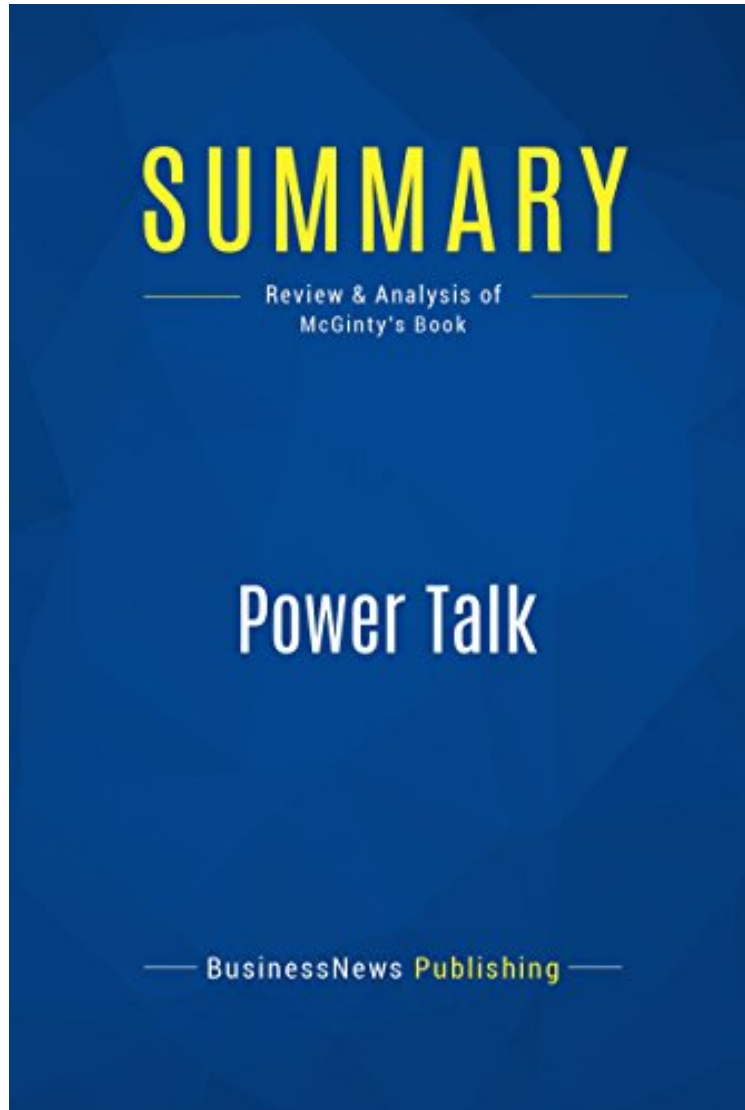


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The must-read summary of Sarah McGinty's book: "Power Talk: Using Language to Build Authority and Influence". This complete summary of the ideas from Sarah McGinty's book "Power Talk" shows that in business, you are what you say, as spoken language is the most influential type of business communication. Thus, being a good

communicator means understanding how a situation dictates what style of speech will be most effective and how the style of speech used, in turn, influences the business situation that arises. Knowing the two basic business language styles available and choosing the best allows you to borrow authority from your vocabulary and increase your influence until such time as your expertise and experience levels catch up. This summary will teach you to understand how language actively shapes every situation, and how you can place yourself in a position to build power and credibility. Added-value of this summary: Save time; Understand key concepts; Expand your knowledge To learn more, read "Power Talk" and understand how the language of business can increase your power and influence.