



raise your awareness on the need to calculate which words to use and how to convey them. Also, I found it reads easily for the most part. 0 of 0 people found the following review helpful. Highly Recommended By David Really excellent, interesting book from Frank Luntz, the famous pollster. He conducts so many interesting polls that provide a lot of insight into human behavior, and this read provides even more revealing analysis. 1 of 1 people found the following review helpful. Great Read By William M. Ficks Kuntz has been in the business of communications for a long time and he really knows what he's talking about. He explains the nuances of words in writing and speaking and how a certain word or phrase can reach an audience in a most effective way. He provides many examples in the areas of politics and business to illustrate examples of getting your message across in a clear and convincing manner. His theme is that it's not what you say but what people hear that matters and he's very convincing.

The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country. In *Words That Work*, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. He'll tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.