



## So Smart But...: How Intelligent People Lose Credibility - and How They Can Get it Back

By Weiner, Allen N.

Jossey-Bass, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Credibility is the foundation of leadership, and Allen Weiner has now offered leaders the tools for building a foundation that is strong and secure. Full of examples, assessments, research, and practical tips, So Smart But . . . is required reading for all leaders who want to protect and extend the most valuable personal asset they have." -James Kouzes, coauthor of the best-selling books The Leadership Challenge and Credibility: How Leaders Gain and Lose It, Why People Demand It "Try this: Open this book three times at random and read one page. I'll bet you will encounter a communication nugget or an insight on increasing credibility that applies directly to you. Allen Weiner is one of those rare individuals capable of packaging deep communication principles in easy-to-implement tips and ideas. This book is not a hard-to-digest meal, but rather a succession of tasty communication hors d'oeuvres. Take a bite and enjoy!" -Aart de Geus, CEO and chairman of the board, Synopsys "I believe credibility is the key ingredient for success in one's personal, professional, and social life. Projecting yourself, communicating your message, and relating...



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