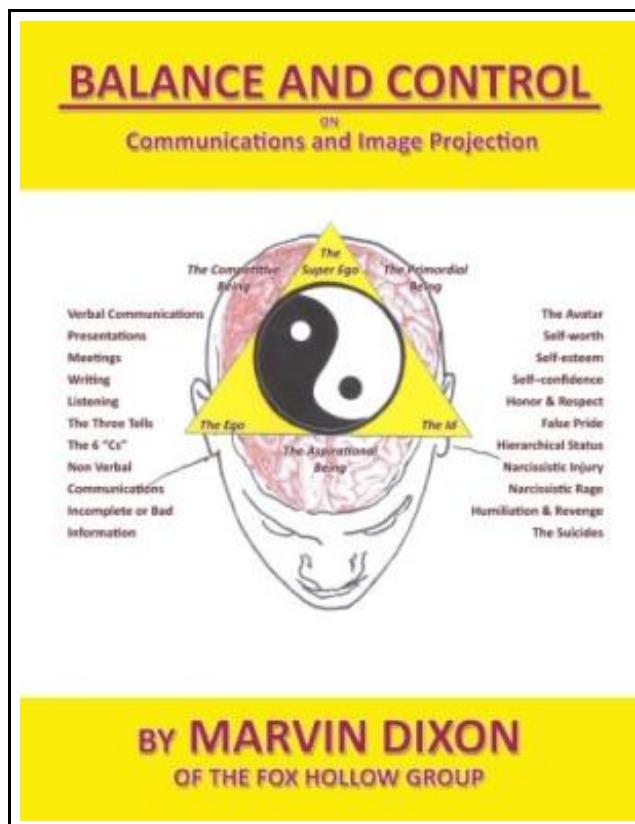


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Createspace, United States, 2014. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. Balance and Control: On Communications and Image Projection was taken, in large measure, from the Parent Book, Balance and Control: A Guide to Managing Human Beings by Understanding Human Nature and Human Interactions. In this book, the author takes a completely different approach to these topics than you might have expected. Heretofore these subjects have been taught and discussed single dimensionally and from the perspective of the communicator. The author puts communications and image projection in three dimensions in order to help the communicator get a fuller understanding of what might actually be happening at the interface between the communication transmitter, the receiver of the information, and to any casual observers to the communique. The author takes the position that on a subconscious level we are always communicating something, to someone, on some level, in our immediate environment and frequently the messages we send conflict with the overt messages we intended to convey. The author helps the reader understand the complex nature of communications and helps him to avoid communication traps such as incomplete, biased, and bad information. In addition, the author helps the reader learn to control both his own verbal and nonverbal communiques so they don't become liabilities to his career and to the professional image he is trying to project. And because we hold our personal image in such high regard, the author warns against the negative consequences of peer pressure, public vanity and pride, as well as the trappings of public honor. The latter sections of the book focuses on how to hold and control meetings, the types of presentations and how to prepare and give a presentation that is both purposeful and...

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