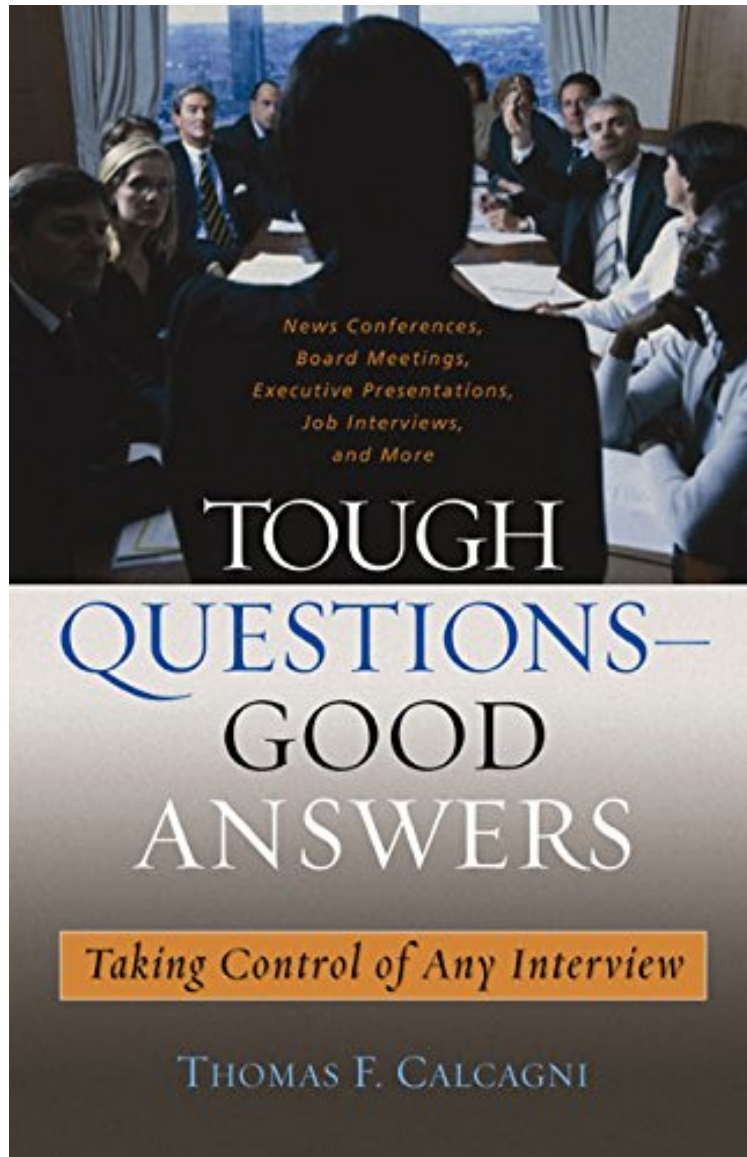


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Tough Questions -- Good Answers: Taking Control of Any Interview (Capital Ideas for Business Personal Development)

Thomas F. Calcagni

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By Jeannie H Highly recommended for ANYONE who may have to speak to the public - whether this is customers, reporters, politicians, local officials - you name it, even the parents of the kids in your classes. The advice here can usually only be gained after many years experience, and perhaps some failures... The advice/tips/recommendations are essential for being well-prepared, and staying calm and collected in heated situations. Excellent, practical advice that you can apply to everyday situations immediately. "Tough Questions Good Answers" is a must-read.

What would you give to stand up at a press conference or go into any executive presentation, sales call, employee review, or media interview with confidence, knowing that whatever type of question is thrown at you, you'll be able to handle it? Now you can. Through Tough Questions Good Answers you'll learn why there is no need to fear tough questions when you know how to identify them and craft your answer to reflect the message you want to deliver. To do that, this easy-to-read guide will show you how to create good messages first, and then deliver them effectively. Top media consultant Tom Calcagni presents his unshakeable What-Why-How technique proven time and again to be extremely effective for high-stakes public presentations. When you are faced with tough questions from determined board members, reporters, or members of the public and in your every day communication with friends, family, and business associates you'll learn how to control the interview, think before you speak, and deliver your message every time. You will develop the confidence and skills to craft results-driven answers to any type of question and be confident that the important ideas YOU want to express are heard a system that can make the difference between success or failure for you and your company.

In his book "Tough Questions -- Good Answers," Thomas Calcagni discusses how to use questions as a springboard for communicating your key points. Networking is a learnable skill. Many books offer tips and techniques for getting started. Two favorites are: Make Your Contacts Count provides networking know-how for business and career success and lists several common mistakes, by Ann Baber and Lynne Waymon. Tough Questions Good Answers helps focus messages to convey and deliver them effectively in various settings, by Thomas F. Calcagni "With the help of the simple techniques described in this book and a little practice, you'll develop the confidence and skills to craft results-driven answers to any type of question and be confident that the important ideas YOU want to express are heard a system that can make the difference between success or failure for you and your company. Tough Question-Good Answers authored by communications expert and media expert Tom Calcagni is an excellent title to add to your current must read list. This book is also a vital addition to both personal and library collections. In an entertaining and practical writing style, the author precisely explains how to get your message across clearly and succinctly. There is valuable guidance on how to develop strong personal and professional messages for any situation you may encounter in answering the most difficult questions on the job or at home. Tom Calcagni knows the industry from the inside and outside. While many books discuss various theories of becoming an expert communicator, Tough Questions-Good Answers shows you with proven success. About the Author Thomas F. Calcagni is a veteran corporate spokesperson and media coach with experience as a television political reporter, anchor and producer; communications director for two United States Senators; and consultant to executives in public and private companies and at the nation's largest association, the American Automobile Association.