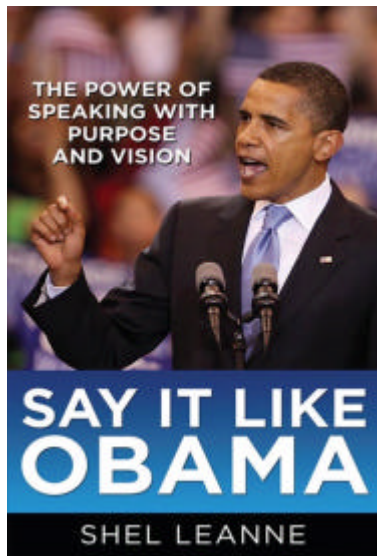


New Books March 2009

Spotlight presented by Tanoto Library



Say it like Obama: the power of speaking with purpose and vision

By Shel Leanne

Doriot & Tanoto Library
P90 .L43 2009

In speech after speech, Barack Obama has fired up millions of enthusiastic supporters with his inspiring vision, rousing rhetoric and charismatic presence. His outstanding communication skills gave rise to an unprecedented political movement and fueled Obama's success in becoming the first African American presidential nominee of a major US political party. Barack Obama honed techniques that made him a highly effective speaker before audiences numbering thirty to 200,000. These techniques are vital not only in the political arena, but also for business executives, managers, and leaders from all walks of life.

Say It Like Obama gives you the tools you can use to instill positive change at every level of your organization by learning how to

- Make a strong first impression.
- Use body language and voice.
- Establish common ground.
- Gain trust and confidence.
- Win hearts and minds.
- Drive your points home.
- Convey your vision through imagery and words that resonate.
- Build to a crescendo and leave a lasting impression.

Book review cited from:

<http://www.amazon.com/Say-Like-Obama-Speaking-Purpose/dp/007161589X>

This list is also available on the General Bulletin Board and Library homepage at the following address:

<http://www.insead.edu/library>

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