



# **Le B.A.-Ba de la communication: Comment convaincre, informer, séduire ? (French Edition)**

*Pierre Guilbert, Didier Colart*

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## **Des clés pour mieux communiquer !**

Lecteur, si vous lisez le livre dont vous êtes en train de parcourir la description, vous en deviendrez le récepteur. Et vous comprendrez vite que ça n'est pas un rôle passif. Il ne s'agit pas simplement de tourner les pages. Mais de les comprendre pour en intégrer le contenu. Eh oui, il vous faudra lire.

Notre rôle d'émetteur est de vous en donner le plaisir. Pour apprendre. Avec à chaque fin de page, l'envie de la tourner pour poursuivre. Y revenir régulièrement. Et surtout en mettre en oeuvre les enseignements. Les messages. Tout le contenu du bouquin.

Ce plaisir, autant vous prévenir tout de suite, on a cherché à le construire avec l'humour et le style. Un regard amusé sur la communication qui nous touche. Ou nous assaille, c'est selon. Avec de nombreuses illustrations notamment. Mais aussi avec une écriture pas toujours châtiée. C'est normal. La théorie, ça lasse vite. Rien ne vaut la pratique. Avec la parole et les mots, directs, qui vont avec. Vous voilà prévenu. Notre prétention est de vous donner les clés pour mieux communiquer. Pas de discourir à ce sujet.

## **Pour une meilleure pratique de la communication.**

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