



Do What You Are

By Paul D. Tieger; Barbara Barron-Tieger

Little Brown & Co (P), 1995. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: A salesperson sizing up a customer. A manager trying to motivate an employee. A teacher attempting to make a point with a student. Should they joke around? Stick to the facts? Make small talk? Cut to the chase? How do they "read" the other person quickly to discover what strategy is best? Now, Paul Tieger and Barbara Barron-Tieger at last provide the answers. Drawing on the same scientifically validated Personality Type model that most Fortune 500 companies use, they show just how easy it is to identify key personality characteristics through a person's appearance, vocabulary, body language, occupation, education, and interests. Filled with real-life examples and easy-to-follow directions, The Art of Speed-Reading People explains what motivates and drives each different type -- and what communication strategies will be most successful. For salespeople, managers, teachers, and anyone else who has to deal with the human factor at work -- and who doesn't? -- here is the business how-to book of the year.



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