



Die Kommunikationsgesellschaft: Lackners Labor (German Edition)

Tatjana Lackner

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Die Kommunikations-Strategin Tatjana Lackner weiß nach mehr als 66.000 Einzeltrainings in ihrer „Schule des Sprechens“ genau, was unsere Denkmuster beeinflusst und wodurch wir unsere Sprache optimieren können. „Die Kommunikationsgesellschaft“ wird in Lackners Labor unter die Lupe genommen. Entstanden ist ein gelungener Mix aus unterschiedlichen Essenzen rund um das menschliche Sprechverhalten. Sie profitieren von konkreten Beispielen, Trends, gesellschaftlich relevanten Betrachtungen und praxisnahen Übungen für Ihren eigenen Redealltag. Kundenorientierung und „verkaufen können“ wird an jeder Ecke verlangt. Pointiert und witzig bietet Tatjana Lackner frisches Wissen zu den Kommunikationsthemen des modernen Menschen.

Vielfach erprobte Aufgaben und Coaching-Tipps finden Sie im Praxisteil. Sowohl karriereorientierte als auch alte Kommunikationshasen kommen hier lustvoll auf ihre Kosten. Wer trainiert, baut rhetorisch Muskelmasse auf!

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