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Sonia González A.

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Para un liderazgo más asertivo y de alto impacto, hay que empoderar a los profesionales en la competencia de la comunicación. Empoderar al funcionario en la asertividad de su comunicación lleva a la empresa a un mayor nivel de impacto en la rentabilidad de su negocio. Durante quince años como consultora de empresas del sector financiero y de multinacionales, Sonia González ha desarrollado una metodología muy práctica para lograr la claridad, fluidez y concreción de la forma de comunicarse de los profesionales.

Este libro, número uno de la serie *Comunicación inteligente*, ofrece claves prácticas para eliminar los bloqueadores comunes de la expresión escrita,tales como claves para ordenar las ideas; profundización para una transmisión de ideas más asertiva y persuasiva; puntuación como clave de oro para alcanzar ritmo y armonía de los textos; y casos concretos para apreciar el efecto sorprendente “antes y después” de los textos.

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