

THIRD
EDITION

IN THE LINE OF FIRE

*How to Handle Tough Questions—
When It Counts*



JERRY WEISSMAN

Author of *Presenting to Win*

Praise for *In the Line of Fire*

“In my role at Cisco Systems, I was confronted with challenging questions from customers, government leaders, press, and analysts on a daily basis. The techniques used in this book, *In the Line of Fire*, are spot on; providing straightforward ways to be on the offense in all communications situations.”

—**Sue Bostrom**

Former SVP Internet Business Solutions Group and
Worldwide Government Affairs, Cisco Systems

“In an era where businesspeople and politicians unfortunately have proven their inability to be honest with bad news, I believe this book should be prescribed reading in every business school and for every management training session. In fact, I hope it is read by a far wider audience than that. It’s just what our society needs right now.”

—**Po Bronson**

Author of the bestselling *What Should I Do With My Life?*⁹

“Jerry Weissman tells the tales of the makings of presidents and kings, the dramas of the dramatic moments of our time, and in each episode he uncovers the simple truths behind what makes great leaders like Ronald Reagan and Colin Powell loved and trusted. Great truths made simple and compelling for any leader to use.”

—**Scott Cook**

Founding CEO, Intuit

“Jerry’s book is a must-read for any presenter facing tough and challenging questions from their audience. This book provides the fundamental foundation on how to prepare, be agile, and take charge no matter how difficult the question.”

—**Leslie Culbertson**

Former Corporate Vice President Director of Corporate
Finance, Intel Corporation

“During one of the most important periods of my career, Jerry used the concepts in *In the Line of Fire* to prepare me and my team for the EarthLink IPO road show. He helped us field tough questions from the toughest possible audience—potential investors—but the same skills are necessary for every audience.

—**Sky Dayton**

Founder EarthLink and Boingo Wireless, CEO SK-EarthLink

In the Line of Fire

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