

'A must read for any aspiring executives looking to improve  
their professional communication skills.'

*Gordon Tobin, Head of Global Sales University, LinkedIn*



# THE **COMMUNICATION** BOOK

How to say it, mean it  
and make it matter

Emma Ledden

# **Praise for *The Communication Book***

'I've really enjoyed dipping in and out of *The Communication Book*, and found lots of really useful ideas and concepts that I either hadn't seen before or had totally forgotten about!

'I think that is where the real strength of this book lies, insofar as much of it is common sense stuff that when you read it you feel like you intuitively know it already, but with the constant distractions of home and work getting in our way every day, we quickly forget about the advice that Emma provides with such clarity.

'Giving feedback – especially when the message is a difficult one – can be something that strikes fear into the most experienced of managers, and Emma's book gives everyone a clear and concise guide on how to navigate these difficult waters with honesty and empathy.'

*Georgina Farrell, Human Resources Director*

'Emma Ledden is a proven expert in the field of communication and this is a must read for any aspiring executives looking to improve their professional communication skills.'

*Gordon Tobin, Head of Global Sales University, LinkedIn*

'Insightful, practical and easy to follow. Another great read by Emma Ledden. This book leads the charge on how to communicate effectively.'

*Mairead Fleming, Managing Director, Brightwater Recruitment Specialists*

'Emma's new book, *The Communication Book*, demonstrates that by using her techniques in their career search, readers will be able to clinch that next role by communicating their personal brand and selling themselves much more effectively to their chosen company.

'*The Communication Book* encapsulates all that is good about Emma's style and personality together with the passion she has for making you, the reader, the best you can be in communicating effectively with your chosen audience. The three-step approach in preparation before you speak is at the heart of it all.'

*Michael McDonnell, MBA Programme Manager,  
UCD Michael Smurfit Graduate Business School*

# Communication Book, The

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