



Win: The Key Principles to Take Your Business from Ordinary to Extraordinary

Frank I. Luntz

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From the *New York Times* bestselling author and top pollster Dr. Frank Luntz comes an unprecedented examination of communication excellence and how top performers win in all areas of human endeavor by utilizing superb communication skills. From Mike Bloomberg and Arnold Schwarzenegger to business icons Rupert Murdoch, Steve Wynn, and Fred Smith; to the CEOs of MGM Resorts, J. Crew, and Gibson Guitar; to legendary sports superstars like Larry Bird, Jimmy Connors, and Mike Richter; to media legends Roger Ailes, Don Imus, and dozens more, Luntz tells their stories--in their own words--and demonstrates how their style of operation and communication is absolutely essential to their success. Luntz makes it clear that following the rules of effective communication is indispensable in any successful human endeavor.

Dr. Luntz offers more than seventy new "words that work" for private one-on-one meetings with your boss, for public presentations to hundreds of colleagues, or for television appearances that reach millions. There are more than three dozen specific lessons and recommendations--and each one directly illustrates the nine essential action-oriented principles of winning at every level: People-Centered, Paradigm-Breaking, Prioritizing, Perfection, Partnerships, Passion, Persuasion, Persistence, and Principled Actions.

Do you have what it takes? *Win* is an unprecedented examination of the art, science, and language of winning, and a must-have for people who want to understand and emulate the winners of today.

The Definition of Winning:

- The ability to grasp the human dimension of every situation;
- the ability to know what questions to ask and when to ask them;
- the ability to see the challenge, and the solution, from every angle;
- the ability to communicate their vision passionately and persuasively;
- the ability to connect with others and create an enduring chemistry;

and 10 other universal attributes of winners.

Do you have what it takes to win?
Do you know the words that work?
Find out more inside.

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