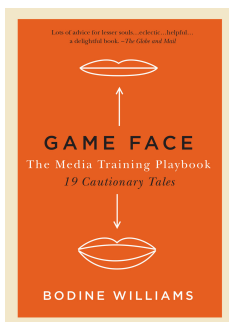


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GAME FACE THE MEDIA TRAINING PLAYBOOK 19 CAUTIONARY TALES EBOOKS 2019



Author: Bodine Williams

Release Date: Expected @@expectedReleaseDate@@

IN SCHOOL WE'RE TAUGHT THE WRITTEN WORD, BUT IN LIFE IT'S WHAT WE SAY THAT MATTERS—ESPECIALLY DURING INTERVIEWS

Game Face

Game Face pushes the playback button on 19 real media interviews to illustrate the verbal skills, techniques, and tactics you'll need to master any interview. It's the ultimate guide for any high-stakes Q & A—from a media or job interview to a public hearing. On-the-record interviews create defining moments, either igniting careers or extinguishing them. Along with verbal skills, interviews reveal character. In Game Face, media-training techniques are linked to conduct that guide behavior.

Each chapter tells the story of a celebrated media encounter, the players, the fallout, and the lessons learned. Game Face puts you in the hot seat alongside the subjects, contrasting what they said with what they should have said. The first ever rules of conduct were inspired by the gaffes and verbal lapses of hundreds of subjects from the past and present.

The ability to deftly respond to questions is a vital skill and the essence of your self-presentation—or your self-preservation in a crisis. Williams delivers an insightful and engaging media-coaching experience for performing your best in every interview situation.

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