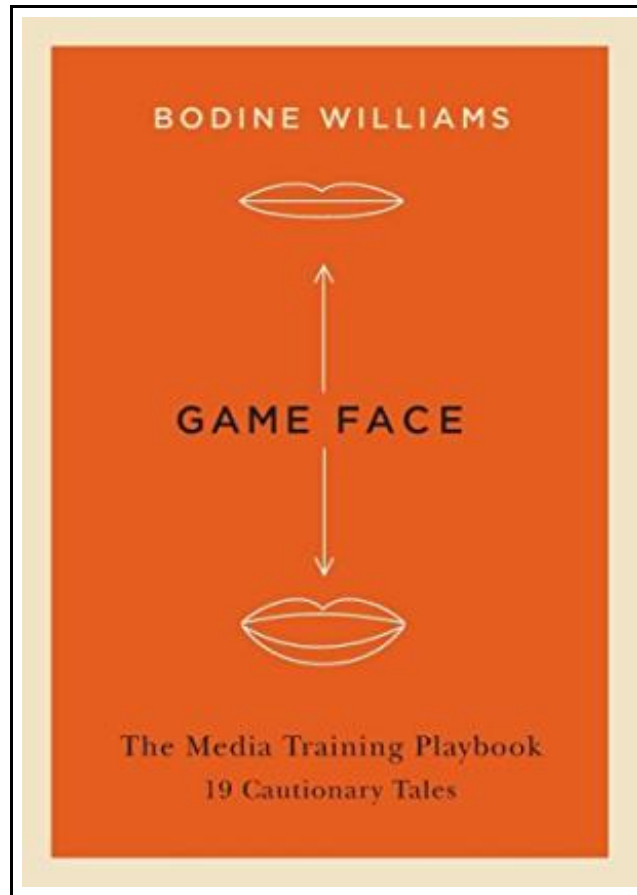


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(Dr. Kayden Gerlach)

GAME FACE, THE MEDIA TRAINING PLAYBOOK: 19 CAUTIONARY TALES (PAPERBACK)



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QA Books, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.GAME FACE, BECAUSE YOUR SELF-PRESENTATION IS EVERYTHING Game Face pushes the playback button on 19 famous media interviews to illustrate the verbal skills, techniques, and tactics you ll need to master any interview. In an era when a verbal misstep can reverberate around the globe in seconds, media trainer and coach Bodine Williams mines mishaps from the past so you can speak confidently in the present. 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. Rules such as Don t Be Seduced By the Attention, Always Concede the Obvious, Don t Presume You ll Rise to the Occasion and Know When to Get Personal are based on real-life cautionary tales of encounters that went horribly wrong. Knowing when to get personal, or whether to get personal at all, is the question. Once you engage the media, you don t get to disengage no matter who you are. From their wedding in 1981, Prince Charles and Princess Diana reigned over the global village. Media interest intensified after the fairy-tale marriage ended in separation and then divorce. But there was no precedent for the war the royals waged against each other in public. Charles was the star of a television documentary called Charles: The Private Man, The Public Role. It was a glowing portrait, but for his confession of adultery. In 1995, Diana sat down with the BBC s Martin Bashir for a brash and calculated rebuttal, during which she confirmed that she too had been...



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