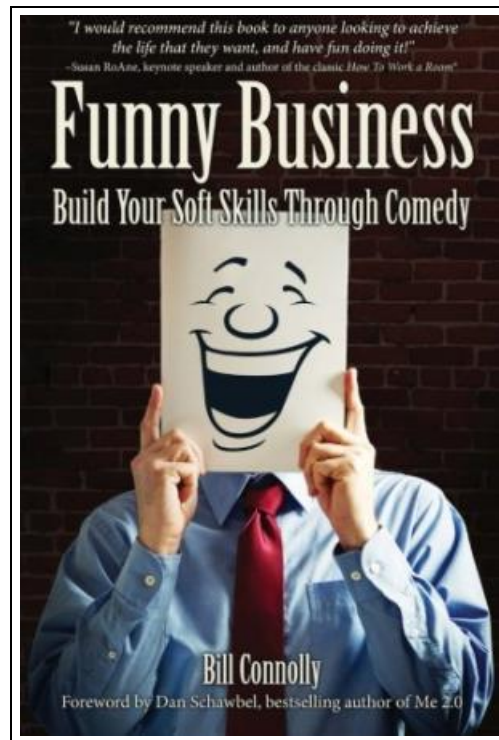


Funny Business: Build Your Soft Skills Through Comedy



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Reviews

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(Prof. Rick Romaguera)

FUNNY BUSINESS: BUILD YOUR SOFT SKILLS THROUGH COMEDY



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Createspace, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Laughter, they say, is the best medicine. Well, it also happens to be a pretty effective tool in the workplace. Most people would not associate the world of comedy with corporate America but surprisingly there are many lessons that comics can teach executives and those looking to build a career. Comedy is about communication, and relating to your audience, and ultimately, so is business. Still, in today's market, companies emphasize a skill-set heavy in technology, which often leads to a workforce that is lacking in the softer, more intangible skills needed to succeed. Business, just like comedy (and everything else in the world) is still about people. This book is also about people. Written by Bill Connolly, a branding expert and professional improvisational comedian, Funny Business outlines comedy lessons that can be applied to other areas of your professional and personal life. Over 50 individuals are featured in the text, including 10 in-depth case studies with comedians, executives, professors, a dating coach, and even America's first Chief Comedy Officer. Funny Business will help you to improve your professional and interpersonal relationships to position you for success no matter what your goals might be. And you won't even ever have to get on stage to do it! What people are saying about Funny Business: Funny Business helps people develop the critical soft skills they need to increase their communication, networking, and leadership expertise. By combining his experiences in comedy and business, Bill Connolly gives readers the tools to better understand people, and themselves. I would recommend this book to anyone looking to achieve the life that they want, and have fun doing it! - Susan RoAne,...



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