



Reagan Persuasion: Charm, Inspire, and Deliver a Winning Message

James C. Humes

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Persuade, mentor, and motivate like the Great Communicator

More than just an influential speaker, Ronald Reagan was a master of all types of communication and employed his personal warmth and charm to rally Americans around his vision. Now, former Reagan speechwriter James C. Humes shows how you can replicate Reagan's ability to influence others and utilize his communication tools when interacting with colleagues and partners. Don't just rely on words, instead:

- Communicate with gestures, postures, and even clothing
- Learn the power of podium presence
- Fine-tune your humor and voice for each unique audience

Praise for James C. Humes's

Speak Like Churchill, Stand Like Reagan:

"As a student of speech, I very much enjoyed this intriguing historic approach to public speaking. Humes creates a valuable and practical guide."

-Roger Ailes, chairman and CEO, FOX News

"I love this book. I've followed Humes's lessons for years, and he combines them all into one compact, hard-hitting resource. Get this book on your desk now."

-Chris Matthews, *Hardball with Chris Matthews*

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