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The Art of Explanation: Making Your Ideas, Products and Services Easier to Understand by Lee LeFever was chosen by Soundview Executive Book Summaries as one of the Top 30 Business Books of 2013. THE SOUNDVIEW REVIEW : It doesn't matter how wonderful a product you've created, if you can't simply explain it to someone, there is little chance it will ever be purchased.

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The Art of Explanation: Making Your Ideas, Products, and Services Easier to Understand.  
Author: Lee LeFever. Narrator: Tim Andres Pabon. Unabridged: 7 hr 18 min Format: Digital Audiobook Publisher: Gildan Audio. Published: 07/01/2014 Genre: Business & Economics - Business Communication - Meetings & Presentations

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Explanation – being able to make the facts more clearly understood – is an art form which is well worth mastering. If you can enhance your explanation skills, you'll be able to persuade more people to move in the direction you want them to head.

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