



Summary : Brief - Joseph McCormack: Make a Bigger Impact by Saying Less

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Complete summary of Joseph McCormack's book: "Brief: Make a Bigger Impact by Saying Less"

This summary of ideas from Joseph McCormack's book "Brief: Make a Bigger Impact by Saying Less" teaches you how to get straight to the point by being concise, clear and brief. According to McCormack, being brief has become a crucial quality in society today. If being brief can and must be applied whenever possible, it is important to master the concept.

There are three main things to keep in mind to be systematically brief:

- A - Awareness
- D - Discipline
- D - Decisiveness

Reasons to read this summary:

- Save time
- Understand the importance of being brief as well as the key principles
- Increase your professional efficiency

To learn more, read the summary of "Brief" and learn how to say more by saying less!

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