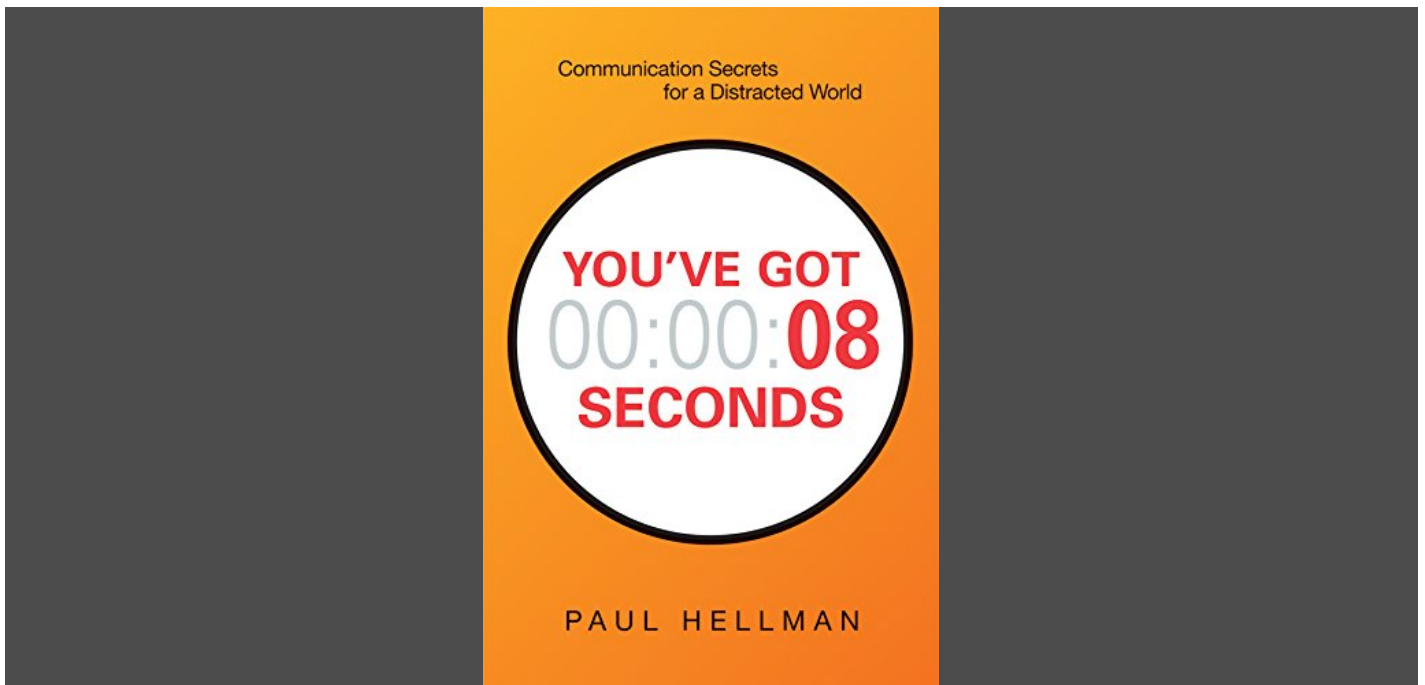


PDF | You've Got 8 Seconds:
Communication Secrets for a
Distracted World

by Paul Hellman



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FOCUS: Design a strong message—then say it in seconds.

VARIETY: Make routine information come alive.

PRESENCE: Convey confidence and command attention

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