



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

By Paul Hellman

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"This is a resource you'll turn to again and again for advice on the best communication techniques! The tips are invaluable and it's a quick, fun read, with humor and personal anecdotes sprinkled throughout."

--Stephanie Laguna, Executive Director, Strategic Market Planning, Kaiser Permanente

"After reading the first few pages, I could not put it down. A treasure trove of useful techniques with amusing real life anecdotes that keep the reader engaged until the last page. A must-read for the corporate world--and the real world!"

--Jean Pierre Lacombe, Chief Global Markets, Head of IFC Research, The World Bank

"I loved the book and will recommend it to colleagues. Whether you're a grizzled CEO or a new associate, you'll benefit from Paul's practical ideas and strategies."

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"Great insight and advice to hone your communication skills for every situation. Invaluable."

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"Do yourself a favor. Give everyone you know a copy of this very practical (and funny) book. I know I will."

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"Filled with powerful insights and humor, this is a must-read for anyone who wants to sell their ideas or themselves. I started using Paul's tools immediately, and urge you to do the same."

--Jon Peters, CEO, AthenaOnline

"Superb blend of practical tips, humor and storytelling. Paul provides real insights and memorable tactics. All presenters (and writers) should read this

book."

--Marissa Poole, Head of Global Scientific Communication, Sanofi Genzyme

"I loved this book! Humorous and insightful--it's a great read and the advice is spot on. A must-read for leaders or anyone who wishes to inspire, motivate, or persuade."

--Kelly Courtney, Advocacy Strategy Advisor, United Nations

"For those fortunate enough to know Paul personally, his voice and years of experience echo throughout this book. The result is a practitioner's dream."

--Michael Glass, Vice President, Talent Management and Development, Thermo Fisher Scientific

"Paul Hellman's book is packed with great advice for leaders, and it's fun to read, too."

--Marshall Goldsmith, executive coach and bestselling author of *Triggers*

"If you want to become an exceptional communicator, this is your how-to guide. It should be mandatory reading!"

--Mark Jesty, Chairperson, IMS/Toronto

"You'll find the strategies you need--and we all need this book more than we realize!"

--Alison Quirk, Executive Vice President, State Street (retired)

"An easy, high-impact read that provides every executive with the tips and tools to effectively communicate. With this book you'll maximize your impression on every audience."

--Dusty Tenney, President, Brooks Life Sciences

"Paul's witty approach and insightful tips give you the communication strategies to get heard in a world of constant distraction. This is a must-read."

--Maureen Clang, Vice President, Leadership Development, Travelers

"You've Got 8 Seconds is a vital addition to your tool belt that I heartily recommend."

--Bill McGowan, author, *Pitch Perfect*

"You need to manage your professional brand. Use the tactics in this book. They work."

--Charles Miller, Senior Vice President, Leadership Development, Citi

"Paul provides a fast, easy-to-use approach. His method helps you make your point quickly--and with greater impact."

--Sandy Rezendes, Chief Learning Officer, Citizens Financial Group

"Both practical and funny, it's a great read for anyone who wants to have more impact at work. Hellman has mastered the art of communication, and he lets you in on the secrets."

--Tim Saeger, Senior Vice President, Engineering, iRobot

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