



Power Listening: Mastering the Most Critical Business Skill of All

Bernard T. Ferrari

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Listening is harder than it looks- but it's the difference between business success and failure.

Nothing causes bad decisions in organizations as often as poor listening. But Bernard Ferrari, adviser to some of the nation's most influential executives, believes that such missteps can be avoided and that the skills and habits of good listening can be developed and mastered. He offers a step-by-step process that will help readers become active listeners, able to shape and focus any conversation.

Ferrari reveals how to turn a tin ear into a platinum ear. His practical insights include:

- Good listening is hard work, not a passive activity
- Good listening means asking questions, challenging all assumptions, and understanding the context of every interaction
- Good listening results in a new clarity of focus, greater efficiency, and an increased likelihood of making better decisions
- Good listening can be the difference between a long career and a short one

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Courtney Cook:

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