



# Act Like You Mean Business: Essential Communication Lessons From Stage and Screen

*Rob Biesenbach*

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What if your speeches and PowerPoint presentations and web copy could be as entertaining as a blockbuster film? Or as gripping as well-crafted television drama? Or as meaningful as a hit stage play? Here's a start: stop looking at other businesses for ideas and start looking at show business. Connect with your audience. Tell better stories. Express ideas visually. Appeal to emotion. These are just some of the important lessons from acting that can help you communicate more persuasively and effectively. In this fun, practical guide, author Rob Biesenbach offers hundreds of useful insight and tips from both his corporate experience and study of acting and improv. Both business and acting have their share of drama, but Act Like You Mean Business captures their intersection perfectly. Whether writing the About Us section for a website or checking your fear during a crisis, this useful guide offers lots of practical advice and is like having your very own pocket communicator. --Pete Brace, Marketing/Communications Consultant and Former Communications Director, Gatorade --Pete Brace, Marketing/Communications Consultant and Former Communications Director, Gatorade Rob's characteristic savvy and wit come through loud and clear in this insightful and practical handbook for leaders. It's a great read and even greater resource! --Maril MacDonald, Founder and President, Gagen MacDonald I adore this book; it's chock full of very useful advice about how to communicate successfully for business people AND anyone! It should be required reading for every Fortune 500 CEO. --Tim Schellhardt, Senior Vice President, Edelman Public Relations and former Bureau Chief, Wall Street Journal

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