



Words That Work: It's Not What You Say, It's What People Hear

By Frank I. Luntz

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The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country In *Words That Work*, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. Hell tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.

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Editorial Review

From Publishers Weekly

After repeating his mantra—"it's not what you say, it's what people hear"—so often in this book, you'd think that Republican pollster Luntz would have taken his own advice to heart. Yet in spite of an opening anecdote that superficially attempts a balanced tone, the book as a whole truly reads more like a manual for right-wing positioning. Even in the sections where he is less partisan, Luntz's advice is not particularly insightful. For instance, his first chapter, on "Ten Rules of Effective Language," starts by instructing readers to use small words and short sentences in their communications. The least effective section in the book is the chapter on "Personal Language for Personal Scenarios," where Luntz advocates manipulative strategies for getting out of traffic tickets, boarding airplanes at the last minute and apologizing to one's wife with the "miracle elixir" of flowers. The most readable and redeeming feature is the two case studies, where Luntz demonstrates his skill as a communicator by identifying real-world communications successes and failures. Unfortunately, by the time nonpartisan readers reach these chapters, they will have already lost patience. (*Jan.*)

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Review

"*Words That Work* deserves an attentive read. Mr. Luntz offers a fair amount of good advice to anyone who must communicate publicly--most important, "be the message." By this he means that if you want to talk the talk and be believed, you must walk the walk--which is to say, you must mean what you say and act on it. Integrity sells.

"As the book develops, Mr. Luntz's "words that work" turn out to be portals for his clients to think hard about what they and their opponents stand for and how to align their positions more closely with what their audiences actually care about. This isn't hocus-pocus. It's just the result of hard work, careful thought and empathy--the staples of all intelligent public discourse."

-- *Wall Street Journal*

"Dr. Luntz, you are a freaking genius. The book is called *Words That Work* and you're always right." -- *Chris Matthews*

"Few political consultants can boast as many strings to their bow at such a young age as Frank Luntz. When he was barely in his thirties, the Republican wordsmith played a critical role in devising the Contract With America, which helped Newt Gingrich's Republican party win control of both houses of Congress for the first time in more than a generation....

"It is a fair bet that Luntz will play an influential role in the 2008 election, possibly in service of his old friend the former mayor of New York.

"*Words That Work* is Luntz's attempt to distil what he insists is his intrinsically honourable profession between two covers. To a large extent it works. Even where Luntz is protesting a bit too loudly - that negative attacks on political opponents rarely work, for example, and that, by implication, Luntz has never been involved in such skulduggery - he is always readable.

"Part lexicographic memoir, part self-help book, *Words That Work* shines when the accent is on the former.

It is hard to think of any other political consultant in America who has coined as many effective slogans as Luntz. Some, such as his branding of the estate, or inheritance, tax as the "death tax", have remoulded conventional wisdom with devastating effect on their principally Democratic defenders.

"Others have crept into common usage less dramatically but just as effectively. Take "exploring for energy" instead of "drilling for oil", "tax relief" in place of "tax cuts", or "not giving" emergency hospital care to "illegal aliens" instead of "denying" it to "undocumented workers". Words, or rather the slicing and dicing of them to fashion our subliminal responses, do work, particularly when tried and tested in Luntz's two-hour "dial sessions", where volunteers convey their responses by turning a dial up or down in reaction to what they are seeing and hearing.

"Luntz has produced a fine book that teaches us a great deal about politics in today's America and about the minutely analysed mindset of the electorate. That Luntz's words are effective there can be little doubt." -- *Financial Times*

"Frank Luntz understands the power of words to move public opinion and communicate big ideas." -- *Senator John Kerry*

"If you can't afford to hire Frank Luntz, you have to read *Words that Work*." -- *Steve Wynn*

"One of the nation's leading pollsters and political language specialists." -- *Washington Post.com*

"The pollster has a long track record of identifying the phrases that make or break political and corporate campaigns . . ." -- *The (London) Sunday Telegraph*

"a MUST read!" -- *Tony Robbins*

About the Author

Frank Luntz is one of the most respected communication professionals in America today. He has written, supervised, and conducted more than a thousand surveys and focus groups for corporate and public affairs clients here and abroad. He has developed campaigns for Merrill Lynch, Federal Express, AT&T, Pfizer, and McDonalds. Currently the host of *America's Voices* on MSNBC, Dr. Luntz is the first resource media outlets turn to when they want to understand American voters. His recurring segments on MSNBC/ CNBC during the 2002 election cycle won an Emmy. He lives in Alexandria, VA.

Users Review

From reader reviews:

Angel Echols:

Information is provisions for those to get better life, information nowadays can get by anyone with everywhere. The information can be a expertise or any news even a concern. What people must be consider when those information which is inside the former life are challenging be find than now is taking seriously which one would work to believe or which one the actual resource are convinced. If you have the unstable resource then you have it as your main information it will have huge disadvantage for you. All of those possibilities will not happen throughout you if you take Words That Work: It's Not What You Say, It's What People Hear as your daily resource information.

Geneva Ricks:

Words That Work: It's Not What You Say, It's What People Hear can be one of your nice books that are good idea. We recommend that straight away because this reserve has good vocabulary that may increase your knowledge in vocab, easy to understand, bit entertaining but nonetheless delivering the information. The copy writer giving his/her effort to set every word into satisfaction arrangement in writing Words That Work: It's Not What You Say, It's What People Hear but doesn't forget the main position, giving the reader the hottest in addition to based confirm resource information that maybe you can be one among it. This great information can drawn you into completely new stage of crucial contemplating.

Ilene Bixler:

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