



Stop Preaching and Start Communicating: Communication Principles Preachers Can Learn from Television

Tony Gentilucci

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Stop Preaching and Start Communicating examines the medium of television as a powerful method of communication to consider what we can learn from it as communicators of the most important message the world needs to hear. Tony discusses: knowing your target audience, how to begin and end your message effectively, communicating without notes, the need for one memorable big idea, and how to communicate to transform, rather than simply inform.

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