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China Center

Quick Read

Why Business People Speak Like Idiots: A Bullfighter's Guide by Brian Fugere, Chelsea Hardaway and Jon Warshawsky

Anyone who's read a corporate report knows it's just sloppy or really intentional ("restructuring" instead of "layoffs"), the authors say "bull has become the language of business." In this 192-page guide, they offer tips on navigating around common miscommunication traps (obscurity, anonymity, the hard sell) that befall business people. Want to sound smart? Use humor instead of big words, pick up a phone or a pen instead of e-mailing and, most important, speak succinctly. Your audience will not only remember you—they'll thank you.



-JENNIFER BARRETT

Actress Ziyi Zhang, the face of a new China



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