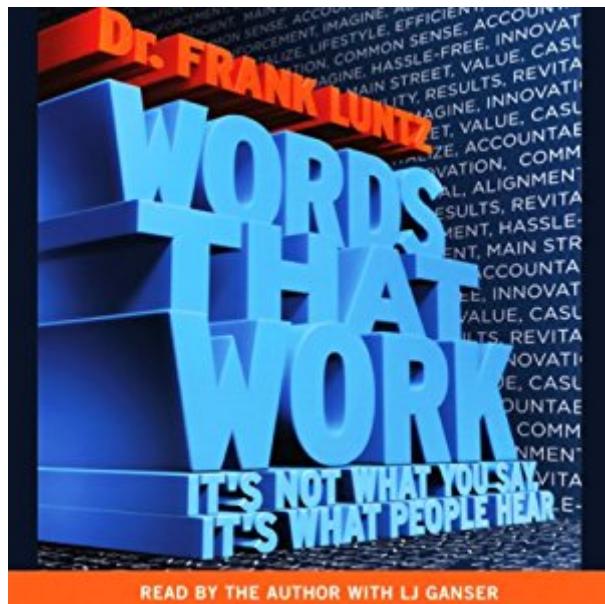


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# Words That Work



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

What we say to each other and how we say it conditions how people respond to each other. Frank Luntz' book is an easy to read "textbook" on how to achieve your personal goals using "words that work." I have always believed that using negative words, such as "regret" or "problem," should be avoided. But Luntz tells us not only what words or phrases to use but why. This book should be a textbook used in a course offered in any communications curriculum.

I'm a Democrat, Luntz a Republican. Often you can learn more from the opposition that your friends.

Luntz knows his craft, although his cynicism about manipulating people through words is a little disturbing. Words matter, and Luntz understands words.

It's a good book. It certainly has a few very good points. However, I find its message to be repetitive. I have the feeling you could say in one chapter what the author conveyed in many (yes, he should've stick to some of his own rules: be brief, etc.) :-) It will raise your awareness on the need to calculate which words to use and how to convey them. Also, I found it reads easily for the most part.

Really excellent, interesting book from Frank Luntz, the famous pollster. He conducts so many interesting polls that provide a lot of insight into human behavior, and this read provides even more revealing analysis.

Kuntz has been in the business of communications for a long time and he really knows what he's talking about. He explains the nuances of words in writing and speaking and how a certain word or phrase can reach an audience in a most effective way. He provides many examples in the areas of politics and business to illustrate examples of getting your message across in a clear and convincing manner. His theme is that it's not what you say but what people hear that matters and he's very convincing.

I bought this out of curiosity. I have seen Frank Luntz dozens of times on TV, especially after a debate, where he has his own polling group which he uses to rate the debate and how the candidates did based on their responses to questions asked and their interactions with other candidates. Frank Luntz is able to draw incredible results based on what people say. That's because, as he tells us repeatedly in this book, "It's not what you say, but what people hear." I think the most beneficial aspect of the book is the chapter on The Ten Rules of Effective Language. It encourage things like simplicity and using small words, even short sentences for that matter. This makes a lot of sense. We have all sat through things that were not understandable. Our vocabulary can hardly impress anyone if they have no idea of what we are talking about. Additionally, he shows us the impact of reinforcing our words with something visual or imagery that can play on one's imagination. He tells us about words we like to hear and those we don't--those that have a favorable impact and those that don't. There are phrases also which have negative consequences with the hearer like "drilling for oil" where "energy exploration" evokes a much more positive response. Something like "estate tax" can be a hot button, where saying "death tax" can be more

effective. Luntz tends to be very repetitive, using many of the same examples over and over and bringing up the same point in multiple chapters. I found that ineffective. I will give him the benefit of the doubt, though. Possibly he is using the same technique he stresses about using the same words or phrases over and over; making sure that our audience gets the point and knows what we're all about. I do not think this book is for everyone. Unless a person spends a great deal of time in front of the public and being recorded, I don't think this book is an essential read. Nonetheless, Luntz can help each of us to communicate more effectively. This can only help in our day to day dealings with others like with family members, at home, at work, with our friends, etc. If nothing else he can make us aware of things that matter and things that don't when we are talking, especially when we want to make a point.

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