## DESCRIPTION

*Fire Them Up!* will give you the astonishing communication skills that will help you enjoy more successful and fulfilling relationships with colleagues, clients, employees, or anyone else in your personal or professional life. It is full of stories and tactics from some of the world's most influential people. More than two dozen of today's most inspiring business leaders share their secrets including men and women who run The Ritz-Carlton, Google, Travelocity, Cranium, Cold Stone Creamery, Gymboree, 24-Hour Fitness and many other big-name brands. The book reveals seven simple secrets distilled from the wisdom of leaders, entrepreneurs, and visionaries from different backgrounds, generations and industries. Together, they possess all the tools you need to transform yourself into an extraordinary, electrifying, and enthusiastic leader who communicates with power, passion, confidence and charisma!

## ABOUT THE AUTHOR

**CARMINE GALLO** is a communications coach for the world's most admired brands. His client list includes Intel, Chase, Barclays, IBM, Nokia, and many others. He is an Emmy award-winning journalist and former anchor, host, and business correspondent for CNN, FOX, CNET, and CBS.

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