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For Immediate Release

The Nonverbal Advantage

Secrets and Science of Body Language at Work

By Carol Kinsey Goman

Have you ever wondered what kind of impression you were making at work, if you should believe something your boss told you, if your coworkers really support your ideas, or if your audience is angry, frustrated, interested, or bored? The answers to such questions are right before your eyes. That's because people in professional settings are constantly telling each other what they think and feel—and it often has nothing to do with the words they speak.

The workplace is a “blink” world: studies show that we form opinions of one another within seven seconds of meeting and that 93 percent of the messages people receive from us has nothing to do with what we actually say. Good nonverbal communication skills are a huge professional advantage, but until now very little has been available to help people hone their ability to use and interpret body language on the job.

In *The Nonverbal Advantage: Secrets and Science of Body Language at Work*, Carol Kinsey Goman combines the latest research and her twenty-five years of practical experience as a consultant, coach, and therapist to offer a fun and practical guide to understanding what we and the people we work with are saying without speaking. While firmly grounded in recent discoveries in evolutionary psychology, neurobiology, sociology, criminology, anthropology, and communication studies, Goman writes in an informal, conversational tone and illustrates her points with cartoons, photos, and entertaining anecdotes. She includes dozens of simple and enlightening exercises readers can practice on and off the job to gain control over the message their body is sending.

Without an awareness of our body language, we can end up sabotaging ourselves before we ever say a word. *The Nonverbal Advantage* will help readers communicate far more effectively, understand those around them more completely, and project a more accurate and compelling picture of who they really are to their colleagues, clients, and partners.

More...

"Effective communication has never been more important in today's changing business environment. Carol Kinsey Goman's book reveals the essence of nonverbal communication and the power of body language. This book gives you the advantage on every level."

—Lee Hornick, President, Business Communications Worldwide, Inc., and Conference Program Director, The Conference Board

"Goman's book hits on an important aspect of what will define the next decade of productivity and innovation: collaboration and the technology tools that enable it. The ability to read and understand nonverbal communications — now possible virtually without regard to distance, thanks to the evolution of network technologies — will enrich that collaboration."

—John Chambers, Chairman and CEO, Cisco

"As a human resources executive, I certainly appreciate the impact of nonverbal communication. For a global business such as Black & Veatch, it's especially important for us to understand the nuances of cross-cultural communication. Carol's book provides some great tips on how to turn the understanding of nonverbal signals into a professional advantage."

—Shirley Gaufin, Chief Human Resources Officer, Black & Veatch

"The Nonverbal Advantage is a fresh look at employee communications management and the more subtle, but nevertheless important, cues of body language. Goman's analysis of interpersonal communication techniques, signals and behaviors suggests that nonverbal signals are more important in understanding human behavior than words alone — the nonverbal "channels" seem to be more powerful than what people say. She is pointing the way for managers at all levels."

—Deborah Radman, APR, Fellow PRSA, Senior Vice President/Director, CKPR

"Face-to-face communication takes on a new meaning in this much-needed and detailed treatise on non-verbal communication. Understanding how humans give silent clues — with eyes, hands, posture and even feet — helps us become better speakers and better listeners. If you want to go beyond the basics of written and visual communication, this is the book for you."

—Wilma Mathews, ABC, IABC Fellow, Faculty Associate, Walter Cronkite School of Journalism & Mass Communication, and Communication Consultant

Carol Kinsey Goman, PhD, is President of Kinsey Consulting Services. Goman's clients include over 130 organizations in nineteen countries, including Consolidated Edison, Royal Bank of Canada, PepsiCo, Hewlett-Packard, and LexisNexis. Her work has been featured on CNN, Bloomberg Television, and NBC News.

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By Carol Kinsey Goman

Published by Berrett-Koehler Publishers, Inc.

ISBN: 978-1-57675-492-4

Paperback Original

\$19.95

Number of Pages: 202

Publication Date: May 2008