

## Acclaim for *Be Quiet, Be Heard*

“Unlike most authors of books on communication, Glaser and Glaser have chosen to present conceptual frameworks instead of just feeding the reader canned formulas. Then, they’ve gone an important step further by showing how to apply their concepts—something rarely seen in books that contain theories. This is a winning combination and the reader reaps the benefits.”

—*Jerry I. Porras, Stanford Business School, and co-author of Built to Last: Successful Habits of Visionary Companies*

“This delightful and substantive book is an important contribution at this time. Everywhere people are struggling to communicate, and even losing heart that good communication is possible. Under the Glasers’ wise and clear guidance, we can take heart. If we follow any of these practices that they so well describe, we can develop the skills necessary to turn to one another again.”

—*Margaret J. Wheatley, author of Leadership and the New Science and Finding Our Way: Leadership for an Uncertain Time*

“When asked what most needs improvement in today’s business school graduates, the corporate leaders who comprise advisory boards at leading business schools point to oral and written communication skills, hands down. Susan and Peter Glaser have written a persuasive book that will make a meaningful difference in improving the development of effective communication skills of business managers.”

—*Mark Zupan, Dean  
William E. Simon Graduate School of Business  
University of Rochester*

“To create a successful mass-market product like the X-Box, you need a high-powered team of experts from multiple disciplines. Unfortunately, left in their ‘natural’ state, such teams often prefer to pontificate, digress at will and compare egos on every occasion. The Glasers’ research-based insights into workplace dynamics have helped me re-focus my team. Bickering is now rare, morale is up, and the product demos are earning rave reviews from the press!

“The Glasers’ models are so effective that at first I wondered if applying them would be considered cheating. I quickly dropped that thought when I realized that my team was delivering better quality work, feeling more motivated, and thanking me for being so much more thoughtful, helpful, and fair!”

—*Michal Bortnik, Program Manager*  
*Xbox Live*  
*Microsoft*

“As a Chief Executive in the United Kingdom of a large public-sector organization of 20,000 employees, I am recommending this book to employee-development staff so that they may apply it throughout the whole workforce.

“Very few of us are naturally excellent communicators. The Glasers remind us through their straightforward flexible guidelines and frameworks that it is only when we are silent and listen that our own voices will be heard.

“I recommend this book to all managers and professionals who realize that by improving their communication, they will enrich the culture of their organization and have an overall impact on performance.”

—*Tom Aitchison, Chief Executive*  
*The City of Edinburgh Council*  
*Edinburgh, Scotland*

“Effective communication is complex and this book doesn’t pretend it to be otherwise. But through analysis of its component parts, readers will easily grasp and implement its essential principles. Those principles are well supported by research findings and case studies that draw on corporate, professional, and personal environments. With an engaging narrative style and a warm sense of humor, Susan and Peter Glaser translate their decades of experience in this field with convincing authority.”

—*Jim Elvey, CEO*  
*Local Government Managers Association National*  
*Melbourne, Australia*

“Finally a no-gimmick, effective skill-building guide for a world that desperately needs to communicate better. Instead of typical business-speak techniques, we learn practical relationship-building communication tools.”

—*Jackson Steele, Training Manager*  
*State of Alaska*

“The Glasers take a ‘client-centered’ approach to business communication. Instead of titling a chapter ‘how to run effective meetings,’ they teach collaboration. When they teach public speaking, they take stage-fright straight on and give practical steps for how to overcome it. This is a comfortable and comforting book that will enhance the effectiveness of every young professional who reads it.”

—*David Robinson, Lecturer in Marketing*  
*Haas School of Business*  
*University of California, Berkeley*

“This is the type of book that you don’t read once. It will serve as an outstanding reference guide for those interested in reaching agreements and improving their communication.”

—*Paul Lanspery, Deputy General Manager*  
*San Diego County Water Authority*

“Susan and Peter are perennial favorites over the past ten years as presenters at the International City/County Management Association’s Annual Conferences, and one look at this book explains why the Glasers receive the highest possible participant evaluations year after year. Their work is fresh, practical, and immediately applicable. Their humor, knowledge, life experience, and ability to connect real solutions to real people make this book unique, innovative, and invaluable.”

—*Felicia Logan, Director of Professional Development  
International City/County Management Association  
Washington, DC*

*Be Quiet, Be Heard* is an easy-to-read practical guide to handling awkward business, family and relationship conflicts. Day-to-day examples allow the reader to benefit from clear, real-life advice. This book should be a must at the front of every manager’s bookshelf.”

—*Rod Titcombe, Chief Executive  
Manawatu District Council, Feilding, New Zealand, and  
President, New Zealand Society of Local Government Managers*

“Presented in an entertaining, simple, and straightforward manner, this book moves beyond the intellectual and shows how to live communication day to day, relationship to relationship. The lessons are fundamental, foundational, and need to be practiced continuously.”

—*Karen Shimamoto, Forest Supervisor  
Fremont-Winema National Forests*

“An essential and timely piece.”

—*Fariborz Pakseresht  
Deputy Chief Administration Officer  
Oregon Department of Human Services*

“I was carried from one page to the next as I gleaned many concepts and strategies that are so relevant to my everyday work life, as well as my personal life. I see this as a ‘how to’ manual that one almost wants to carry around to help with those daily communication challenges. Great tactics are presented, all the way from handling conflict to giving a public speech. This book is one valuable suggestion after another. What a great way to synthesize years of experience and knowledge into one location.”

—*Wynelle J. Huff, Ph.D., Vice President  
Adventist Medical Center*

“The Glasers poignantly remind managers that we are the message, and that meaningful management and leadership are based upon our communication skills. This book illustrates a new path for significantly improving outcomes in any organization, through harnessing the energy of communication.”

—*David H. Ready, City Manager  
Palm Springs, California*

“For a number of years, our government has benefited from the Glasers’ experience and teachings. The application of their principles and skills has transformed our organizational culture and improved both service delivery and internal efficiencies. In this book, the Glasers have distilled their message into a practical and readable volume. The information has been refined over years of hands-on practice with a wide array of public and private organizations, yet it is fresh and timely. Numerous real-life examples bring the theories and models into context for practical application.”

—*Donna Pierce, Deputy City and Borough Manager  
Juneau, Alaska*

“Through the guidance that Susan and Peter have provided, I can take accountability for my communication and make it more productive. It definitely will help me in my day-to-day interactions and allow me to influence my organization to move toward a culture where communication is a principal value. This book has definitely given me a new mantra, one to help me succeed in my personal and business life.”

—*Jim Sears, Director of Public Works  
Marion County, OR*

“The Glasers have done a wonderful job of capturing their hallmark approach to leadership.”

—*Eurial (E.T.) Turner, Staff Asst. to the Deputy Chief for  
Programs, Legislation, and Communication  
United States Forest Service, Washington, DC*

“I found the book to be very practical, easy to read and follow. The use of real examples made the lessons easy to understand and identify with. Also, having examples from work, home, and family made the skills seem more usable. We need to look at clear communication as a life skill, not just a work skill. When this book comes out I will use it with my HR staff for developmental reading.”

—*Mary Neidig, Human Resources Director  
Lane Transit District*

“The Glasers are masterful trainers. They share their insights and strategies in such a straightforward and common-sense way that I was able to put them to use and see the difference right away. Communication and collaborative problem solving improved greatly at our school as a result of putting the Glasers’ transforming insights and techniques to work.”

—*Pam McComas, Associate Head  
The Catlin Gabel School, Portland, OR*