



The 4Cs of Truth in Communication

Isabelle Albanese

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Even though we all communicate every waking hour of every day, truly effective communication isn't always easy to identify, much less execute. Consumers are deluged by messages with different purposes to inform, to persuade, and to entertain. This plethora comes to us courtesy of a variety of resources that are increasingly fragmented by advances in technology. With more communication to sift through, it has never been more important to make this communication clear. Don't let the size of this little book fool you. The 4Cs of Truth in Communications presents a remarkably straightforward and easy to apply framework for creating, presenting, and evaluating effective communication. The simple yet powerful framework will help you recognize, organize, and evaluate stand-out effective communication. Whether it's a television program, a package graphic, a brand logo, a political speech, or even an email message, this model gives you an essential communications pocket guide. After you learn how to navigate the 4Cs, you can be confident that your marketing efforts will cut through to true communication clarity.

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