

**Recently Launched Book from Eminent Communications Expert, Organisational Psychologist, and Bestselling Author Reveals the Secrets of Effective Communication.**

Little known secrets of becoming a powerful communicator have just been unveiled by acclaimed bestselling author Clare Mann. Her recently released book 'Communicate: How to say, What Needs to be Said, When it Needs to be Said, In the Way it Needs to be Said' identifies the biggest problems companies face today and how to improve the quality of communication to positively impact on business and personal success. The book is endorsed by 22 business leaders from different industries who were interviewed for the book and whose wisdom and experiences are included in the book. The author is known around the world for her extensive experience in helping individuals and organizations enhance their [communication skills](#).

Sydney, Australia, 8th October 2012

Distinguished author and communication expert Clare Mann has recently released her 5th book 'Communicate: How to say, What Needs to be Said, When it Needs to be Said, In the Way it Needs to be Said'. With a tagline of 'Be heard from the boardroom to the bedroom, and everywhere in between', this book explains how relationships can improve in family, community, and business simply by improving [communication skills](#). Nearly 300 business executives and leaders attended the official release ceremony of the book on the 28th of August in Sydney. Australia's popular comedian Carl Barron performed numerous role-plays with the author to demonstrate communication skills in managerial and personal situations. This amazing creation from Clare Mann is presently available direct from [www.communicate31.com](http://www.communicate31.com) and all major bookstores for AUD\$49.95.

In her book 'Communicate: How to say, What Needs to be Said, When it Needs to be Said, In the Way it Needs to be Said', Clare Mann has enriched the readers by including interviews and comments from over 20 business leaders and communication experts. This book acts as a practical guide to master effective communication for people who find it difficult to handle difficult communications. Apart from her success as an author, Clare Mann has had a distinguished career in human resource management. She is a fellow of the Australian Human Resources Institute and the British Psychological Society for her exemplary contribution in [business training](#) and people management.

Clare Mann also heads Communicate31, an organisation dedicated to providing **communication skills training and consultancy** to help organisations overcome challenges that inhibit them from achieving optimal performance. Her just released book is yet another excellent resource that looks to equip readers with the required skills to bring about a personal change to be a calm communicator in all spheres of their life. Talking about Clare Mann and her new release, bestselling author and US Presidential Advisor Doug Weed says, 'Clare Mann impresses me. Communicate takes readers on a journey of both self-discovery and skills enhancement, so that they can direct their own determination to excel in whatever they feel inspired to do'. It must be mentioned here that the foreword for the book has been written by this eminent personality who is currently the Senior Advisor and Coalitions Director for US presidential candidate Dr Ron Paul in the 2012 US Elections.

**About the Author:** Clare Mann is an organisational psychologist, bestselling author and communications expert with extensive international experience in facilitating individuals and organizations to communicate better and have more rewarding and successful relationships. She is the co-author of Strategic Human Resource Development: Strategies and Tactics, a required text for training human resource professionals in several universities. She is also the author of The Myths of Life and the Choices We Have, contributing author to bestseller Awakening the Workplace: Achieving Connection, Achievement and Success at Work, and joint author of Would I Follow Me?

**Contact:**

Brendan Norris – Media/PR Department  
info@communicate31.com  
www.communicate31.com