

How to Become a “Black Belt” in Verbal Self-Defense

For anyone who's ever been pulverized by put-downs, rankled by reproaches, or irritated by insinuations, here's a revolutionary book that devotes itself *completely* to tactics of verbal self-defense. *The Gentle Art of Verbal Self-Defense* teaches you how to defend yourself *diplomatically* in delicate family situations and in the hard-nosed business world. And this book is so thorough and easy-to-understand that you can read it once and become the kind of person everybody admires—the person who stays unruffled during confrontations, who always says the right thing, and who enjoys good relations with everyone.

Stop Them with a Few Words

This book explains the various ways that people will try to bait you and then it tells you how to *stop* them with a few carefully chosen words. It trains you to defend yourself with a simple eloquence that will subdue your verbal opponents. And it shows you how and when to use blunt honesty, agreement, humor, flattery, and distraction.

Keep Cool During Arguments

The Gentle Art of Verbal Self-Defense also helps you avoid the self-defeating, overly emotional attitudes that many people assume during arguments. Once you've read this book, you'll *never again* lose an argument by being sullen, uncontrollably angry, peevishly defensive, or apologetic. You'll have gained enough savvy not to be thrown by hostile remarks.

Learn to Handle All Attacks

The Gentle Art of Verbal Self-Defense covers all the types of verbal attacks and attackers you're likely to encounter. And it explains both attacks and defenses with helpful features like these:

- The 8 Types of Verbal Attacks
(and how to fight them.)
- The 4 Principles of Verbal Self-Defense
(from *knowing* you are under attack to *following through* with your counter-attack.)
- The 5 Personalities & How They Communicate
(Is your boss a “leveller?” Is your mother a “blamer?” Is your husband a “distracter?”)
- Dialogues that Show Effective & Ineffective Defense Strategies
- Instructions on Voice Control & Body Language

These features will teach you how to deal with all types of people, including bullying bosses, backbiting co-workers, guilt-producing mothers, nagging wives, condescending husbands, and many others. And you'll

discover how to counter *all* the varieties of verbal abuse — from subtle put-downs to out-and-out attacks.

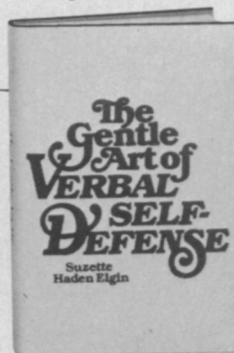
Save Yourself Years of Mistakes

The Gentle Art of Verbal Self-Defense gives you a complete education in communication, an education that will improve the quality of your personal and professional relationships. On your own, it might take you years of trial and error, of fights and misunderstandings, to learn all the lessons of this book. So, why not wise up *now* by ordering your copy of the book today?

The Gentle Art of Verbal Self-Defense, originally \$12.95, now costs only \$6.95. And, should you want to return the book, you can do so and have your money refunded with no questions asked.

About the Author

Psycholinguist Suzette Haden Elgin has presented her innovative self-defense principles in a variety of formats. She has given workshops and seminars all over the U.S., including verbal self-defense sessions for doctors, lawyers, and other professionals. Dr. Elgin has also created a self-defense tape and a training manual for people who teach her self-defense techniques.



310 PAGES

Pub. at \$12.95

Only
\$6.95

Offer good only in continental U.S.A.

SINCE 1873
Barnes & Noble
BOOKSTORES

DEPT. V169, 126 FIFTH AVE., NEW YORK, N.Y. 10011

1295690. Please rush me _____ copies of *The Gentle Art of Verbal Self-Defense* at your special sale price of \$6.95 (plus \$.75 per book shipping and insurance). *N.Y. and N.J. residents: Please add sales tax.*

Name _____

Address _____

City _____

State _____

Zip _____

© 1985 Barnes & Noble Bookstores, Inc.

30 Day Money-Back Guarantee



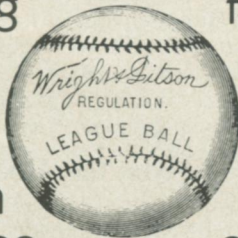
GAME PLANS



BY ROBERT KEIDEL

Learn what kind of game your company is playing, and how you can play to win

Game Plans shows how every corporation is organized like a baseball, football or basketball team — or a combination of these sports — depending on the pattern of teamwork it displays. Does your company resemble a baseball team where the players (the employees) perform independently, at their own initiative? Or are you playing football, where the coach (the manager) prepares a comprehensive game plan in which the players' roles are tightly specified? Or is your organization, in which the players (work-ers) exercise a high degree of spontaneous teamwork, with the coach or manager as a catalyst, constantly adjusting the game plan to fit the situation?



The book explores the strengths and weaknesses of each team model, and tells you how to analyze your own organization to determine which game it's playing—and *should* be playing. For the price of playing the wrong game may be steep, as Keidel shows with lively examples drawn from recent business history. He describes how Exxon, in the late 1970s, lost tens of millions of dollars by playing football with newly acquired "baseball teams."

— from the book

Dutton, 1985, 242 pages,
5½" x 8½", hardcover,
\$16.95



Science News Book Order Service
1719 N Street, NW, Washington, DC 20036

Please send _____ copy(ies) of **Game Plans**. I include a check payable to Science News Book Order Service for \$16.95 plus \$1.00 handling (total \$17.95) for each copy. Domestic orders only.

Name _____

Address _____

City _____ State _____ Zip _____

RB469