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Louise Obrien

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Louise Obrien

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This book is the outcome of an idea, and the idea is very simple. It is that the best way to understand the dramatic transformation any idea can bring and to successfully bring ideas across, is to think of them as profound insights and moments of clarity often disguised as wit, captured in one single Quote.

Ideas and products and messages and behaviors spread faster when they carry your message in a single line or paragraph: a Quote.

To feel the impact a Quote can have, here are three Effect Quotes from this book:

'Every cause produces more than one effect. - Herbert Spencer'

'The practical effect of a belief is the real test of its soundness. - James Anthony Froude'

'The effect of studying masterpieces is to make me admire and do otherwise. - Gerard Manley Hopkins'

Three characteristics—one, contagiousness; two, the fact that little words can have big effects; and three, that insight happens not gradually but at one dramatic moment, using the right profound words—are the same three principles that define how an idea takes off, or a product goes viral.

Of the three, the third, profound, trait... is the most important, because it is the principle that makes sense of the first two and that permits the greatest insight into why some ideas stick, some changes last, some words leave an impression, and others don't.

This book will give you the opportunity to find that right Quote that can change it all.

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Dan Hanner:

Information is provisions for those to get better life, information today can get by anyone at everywhere. The information can be a expertise or any news even a problem. What people must be consider if those information which is inside the former life are hard to be find than now could be taking seriously which one would work to believe or which one often the resource are convinced. If you obtain the unstable resource then you buy it as your main information there will be huge disadvantage for you. All of those possibilities will not happen within you if you take Effect Greatest Quotes - Quick, Short, Medium Or Long Quotes. Find The Perfect Effect Quotations For All Occasions - Spicing Up Letters, Speeches, And Everyday Conversations. as your daily resource information.

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