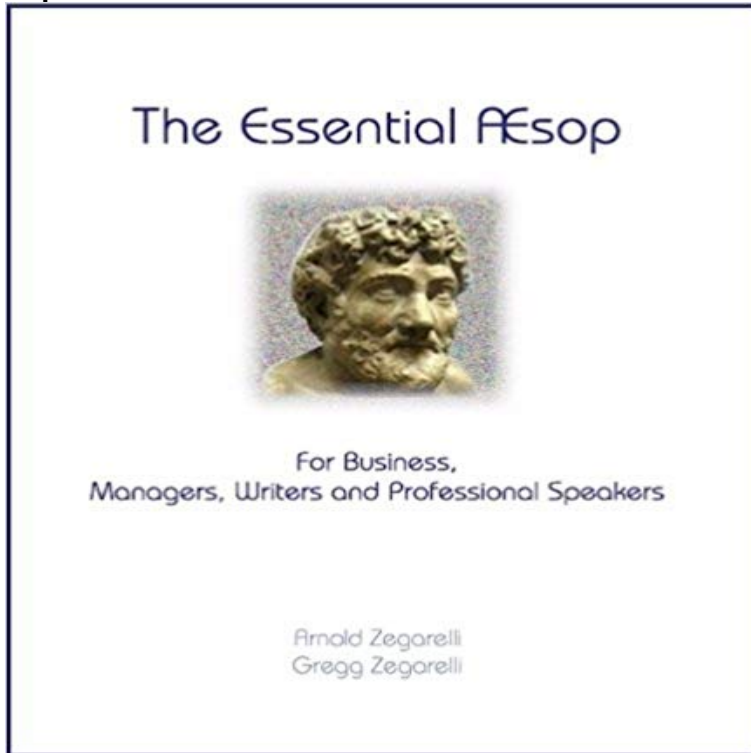


The Essential Aesop: For Business, Managers, Writers and Professional Speakers



Aesop, Jesus, Socrates -- and Abraham Lincoln -- knew how to tell a great story! Why? They hooked their audience, using powerful literary devices: fables, similes, metaphors, allegories and parables. Abraham Lincoln was reminded of a story to drive home his point. Where did he learn this skill of communication? Aesop's Fables, one of his favorite books, and it contributed to his greatness. Some people think that Aesop's Fables is for children, but not so. The Essential Aesop is a powerful communication toolset. How many fables do you know? Fables on stubbornness, conceit, envy, pride, greed, etc., keeping us focused. School principals should have A Fox without a Tail [51] ready to explain peer pressure, or, Fox and the Crow [54] or Lion and the Ass [22] regarding manipulation by flattery or insults. Absolutely, corporate leaders should read every day, like a mantra, the North Wind and the Sun [1]. Remember that you are getting the fables themselves, you are not getting something else. In reviewing it for others, remember that these remain the fables that have been available for 2,500 years and for your entire life. The authors have reduced each fable to its salient essence, with a detailed Word Index, for your quick reference. There are no children's pictures. The measure for this work is whether it gives you something, or brings you to something, or takes you closer to somewhere you want or need to be. Best of all, it might be that The Essential Aesop simply helps you, and helps you to help others. If you, like the authors (and Abraham Lincoln, of course), love Aesop's Fables, please consider adding this work to your personal collection. If you are new to these fables, or you would like a re-introduction, please consider this work an open invitation. A perfect tool for adults, professionals, and, of course, for parents, too! A must-read for everyone.

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