



PO Box 91869, Austin, TX 78709
512-891-6100
@GreenleafBookGr
www.greenleafbookgroup.com

MEDIA CONTACT:

Kesley Smith - (512) 891-6100
ksmith@greenleafbookgroup.com

FOR IMMEDIATE RELEASE

Human-Centered Communication Hits #2 on The Wall Street Journal Best Seller List

October 21, 2021 (Austin, TX): *Human-Centered Communication* (Fast Company Press) by Ethan Beute and Stephen Pacinelli debuted at #2 in the hardcover business category on *The Wall Street Journal* Best Seller List. *Human-Centered Communication* provides a philosophy and practice to help you connect in more meaningful and effective ways with prospects, customers, team members, and every stakeholder in your success.

The concepts and models in this book apply to any form or channel of communication, but human centricity favors video. More visual and emotional than faceless digital communication, video enhances tone, intent, subtlety, nuance, and meaning. Learn to be more clear and confident on camera in live video calls, meetings, and presentations, as well as in recorded video emails, social messages, and text messages.

The authors of the bestselling *Rehumanize Your Business* join with eleven industry-leading experts from companies like Salesforce, HubSpot, and RE/MAX to lead the growing conversation on leveraging human strengths in an increasingly digital world. The brightest future is tech-enabled, but authors Ethan Beute and Stephen Pacinelli show that it's also human-centered.

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