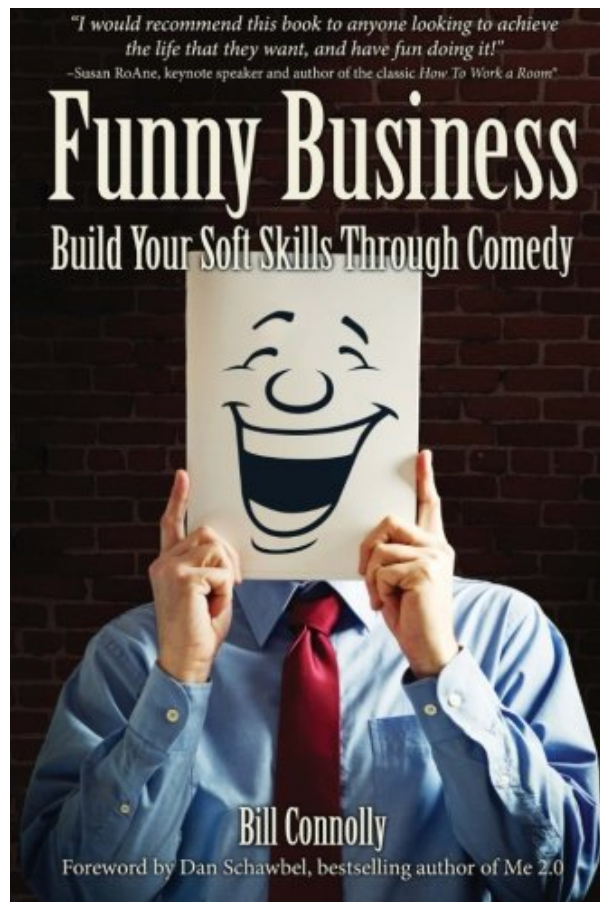


FUNNY BUSINESS: BUILD YOUR SOFT SKILLS THROUGH COMEDY BY BILL CONNOLLY



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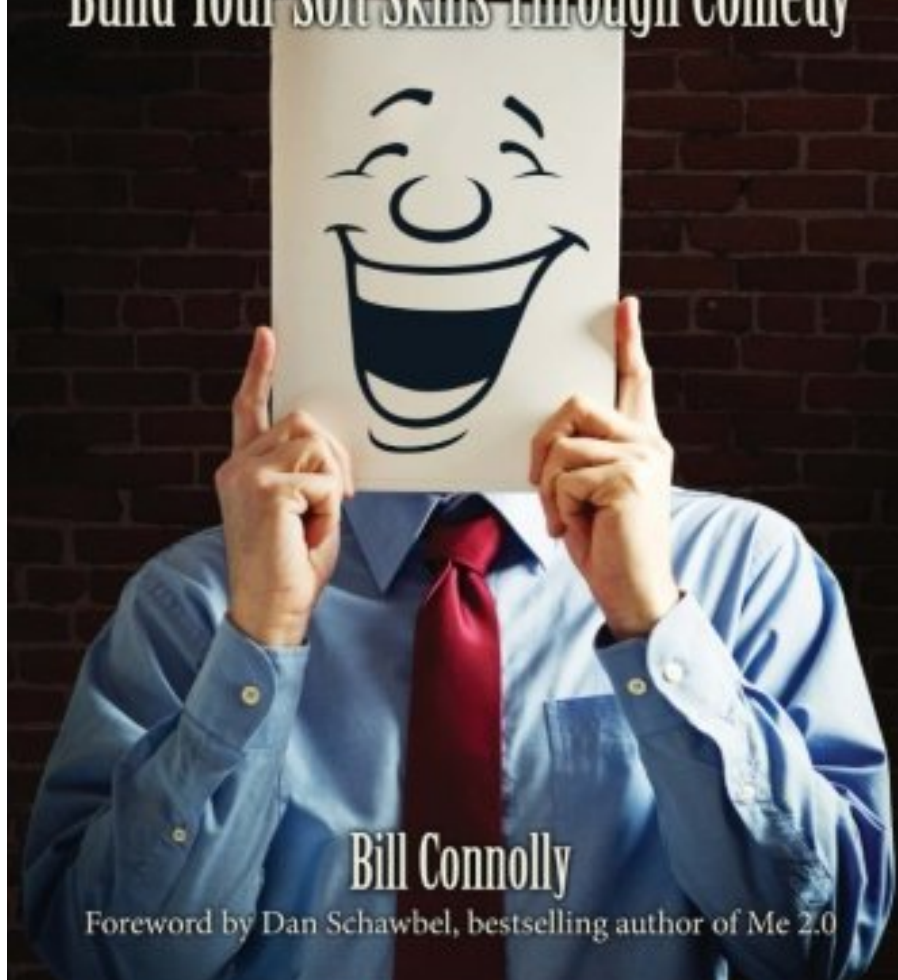


"I would recommend this book to anyone looking to achieve the life that they want, and have fun doing it!"

*—Susan RoAne, keynote speaker and author of the classic *How To Work a Room***

Funny Business

Build Your Soft Skills Through Comedy



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Review

"Funny Business helps people develop the critical soft skills they need to increase their communication, networking, and leadership expertise. I would recommend this book to anyone looking to achieve the life that they want, and have fun doing it!" - Susan RoAne, keynote speaker and author of the classic *How To Work a Room®* and *Face To Face: How To Reclaim The Personal Touch*.

About the Author

Bill Connolly is a marketing/personal branding expert, career advisor & improvisational comedian. He works as a Marketing Manager for a Customer Engagement Agency, and independently, consults both individuals and organizations, helping them to build and maintain successful brands. He is the host of "Funny Business" on the UR Business Network, and is a frequent author on the topic of "Soft Skills" for career success. His work has appeared in top media outlets such as: The New York Times Online, Yahoo!, Business Insider, AMEX Open Forum, Customer Think, and Personal Branding Blog/Magazine. In addition, he has presented branding strategy to organizations like TJX and NASA. He frequently speaks at conferences and for organizations on the topics of personal/corporate branding, building soft skills through comedy, and career development. Bill is also an improv comedian, performing with the professional NXT cast at Boston's Improv Asylum, as well as with the independent group, "What Up D'oh?" He is also the co-founder of a food blog entitled, "CookingforBill.com." For more information, or to contact him, visit his website at TheBillConnolly.com, or follow him on Twitter: @billconnolly.

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FUNNY BUSINESS: BUILD YOUR SOFT SKILLS THROUGH COMEDY BY BILL CONNOLLY PDF

Laughter, they say, is the best medicine. Well, it also happens to be a pretty effective tool in the workplace. Most people would not associate the world of comedy with corporate America but surprisingly there are many lessons that comics can teach executives and those looking to build a career. Comedy is about communication, and relating to your audience, and ultimately, so is business. Still, in today's market, companies emphasize a skill-set heavy in technology, which often leads to a workforce that is lacking in the 'softer,' more intangible skills needed to succeed. Business, just like comedy (and everything else in the world) is still about people. This book is also about people. Written by Bill Connolly, a branding expert and professional improvisational comedian, *Funny Business* outlines comedy lessons that can be applied to other areas of your professional and personal life. Over 50 individuals are featured in the text, including 10 in-depth case studies with comedians, executives, professors, a dating coach, and even America's first Chief Comedy Officer. *Funny Business* will help you to improve your professional and interpersonal relationships to position you for success no matter what your goals might be. And you won't even ever have to get on stage to do it!

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- 178 pages

Features

- Used Book in Good Condition

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Funny business!

By sundeeep

Pleasant read - insightful how improv and stand up techniques are making the rounds in the top b schools and major corporates!

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By Kilroyshere62

Excellent view of how we should use humor more in the work place and maybe not take ourselves so seriously...

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Looking to learn how to build relationships, improve your career, and laugh while doing it? Read this book.

By Brad Rosenfield

Funny Business is a compelling, personable, and entertaining read that I would recommend to anyone looking to succeed in the workplace. Bill has managed to convey complex topics and in depth understanding of how the modern working world works in a concise and easy to understand way. Not to mention, he's also hilarious. Once I started reading, I couldn't stop, which is a testament to Bill's engaging writing style. Whether or not you are a new grad or have been in the workforce for many years, Funny Business has within it the knowledge and insight to take your career to the next level.

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