



Funny Business: Build Your Soft Skills Through Comedy

Bill Connolly

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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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