

This book is a game changer. It will be the communication bible for the next decade.
Carol Kinsey Goman, Ph.D., author of ***The Silent Language of Leaders***

WHAAT?

Did You Really Say What I Think I Heard?



Sharon Drew Morgen

Author of *New York Times* Business Bestseller
Selling with Integrity

Foreward by Art Markman

Author of

***Smart Change: Five Tools to Create New and Sustainable Habits
in Yourself and Others***

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BOOK DESCRIPTION

Title: ***What? Did You Really Say What I Think I Heard?*** by Sharon Drew Morgen

Publisher: Morgen Publishing, 2014

Price: Free

ISBN: 0-9643553-5-4

Reviewer's copy book link: [PDF](#)

URL: www.didihearyou.com/read

Availability: all digital formats: Amazon, Smashbooks, Barnes & Noble

Intended audience:

- Professionals working with clients, patients, customers, students, where collaborative communication important (i.e. doctors, therapists, teachers, consultants, coaches).
- Teams, sales/marketing/customer service professionals working with clients.
- Anyone seeking accurate, unbiased communication.

Description: How we bias, misinterpret, and misunderstand what others mean to convey, and how to bridge the gap between what's said and what's heard.

Most of us believe we hear others accurately, and if there is a misunderstanding it's most likely not our fault. But sometimes our brains unintentionally cause us to mishear and misinterpret, assume and bias. ***What? Did You Really Say What I Think I Heard?*** addresses the gap between what's been said and what's been heard – why it's happening and how to fix it. Working with multilayered material in a delightful way, ***What?*** is a provocative, original book that not only breaks down the elements that cause us to misinterpret what we hear, but a hands-on guide that teaches us how to correct the problems as they occur. A book for business folks and teachers, doctors and coaches, spouses and musicians - anyone who needs to accurately hear what others intend to convey.

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PRESS RELEASE: ***What? Did You Really Say What I Think I Heard?***
INNOVATIVE BOOK ON LISTENING OFFERED FREE FROM NYTIMES BESTSELLING AUTHOR

A hands-on, original book that explains why we mishear and misunderstand what others mean, and offers the “How To” to enable us to close the gap between what’s said and what’s heard.

New York Times Business Bestselling author Sharon Drew Morgen’s newest book ***What? Did You Really Say What I Think I Heard?*** is being called a game changer and the most important communication book for the next decade. And she’s offering it free.

Everyone needs the skills to hear others without misinterpretation,” says Morgen. “I don’t want the price of the book to be a barrier to those wishing more effective communication. We lose relationships, business opportunities, and limit creativity because we misunderstand our communication partners. I want to reach every industry, job description and life situation so this book will make a difference.”

What? covers:

- Why and how we mishear, misinterpret, misunderstand, assume, and bias;
- How to notice when a miscommunication is occurring when it’s happening;
- How to close the gap between what’s been said and what’s been heard;
- How to hear others accurately, in any situation.

Morgen, the author of ***Selling with Integrity*** and 7 other books on facilitating change in sales and decision making, has brought her lifelong study of communication to the practice of hearing others accurately. ***What?*** covers new ground: using original thinking with up-to-date thinking in neuroscience, language, collaboration, and behavior, it describes why and how we unwittingly mishear and what to do about it.

For those who wish to take the book further, Morgen has developed accompanying learning tools for individuals, teams, and study groups. [Assessments](#) discover specific problem areas lie; [Study Guides](#) teach how to resolve problems in misunderstanding and mishearing; [Training programs](#) are available for group skills training.

According to communication expert and author Dr. Carol Kinsey Goman, Morgen’s book “is a wonderful, comprehensive, instructive, and powerful book on the crucial skills involved in hearing others. There is nothing else like it I’ve read.”

What? Did You Really Say What I Think I Heard? includes assessments, exercises, funny stories, and authenticity. Morgen has taken complex material and made it easy to learn, fun to read, and offers take-aways to enrich any communication. Great for doctors, spouses, coaches, therapists, teams, sellers.

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Social media icons:



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SOCIAL MEDIA for easy use

Tiny url: <http://tinyurl.com/nxusnka>

Facebook/Linked In blurbs:

New York Times Business Bestselling author Sharon Drew Morgen has written a new book called ***What? Did you really say what I think I heard?*** that addresses the gap between what's said and what's heard. She's offering it for free (with no opt in) to make it available to anyone who wants to communicate more effectively. <http://tinyurl.com/nxusnka>

Here's an interesting, practical book on why we mishear and misunderstand others and how to enable accurate communication. Written by New York Times Business Bestselling author Sharon Drew Morgen, it's offered for free (with no opt in). Title: ***What? Did you really say what I think I heard?*** <http://tinyurl.com/nxusnka>

Sharon Drew Morgen, author of New York Times Business Best Seller ***Selling with Integrity*** has written another original book that gives us insight into how we mishear during conversations, and what to do about it. And it's free (no opt in). Called ***What? Did you really say what I think I heard?*** It's funny, provocative and hands-on. <http://tinyurl.com/nxusnka>

Tweets:

Sharon Drew Morgen has just published a free book on how to hear others without misinterpretation. <http://tinyurl.com/nxusnka>

Want to hear others with no barriers to understanding? Read ***What?*** by Sharon Drew Morgen. And it's free. <http://tinyurl.com/nxusnka>

A new book on listening is just out and offered for free. ***What? Did you really say what I think I heard?*** <http://tinyurl.com/nxusnka>

What? Did you really say what I think I heard? by Sharon Drew Morgen is free. Called a game changer. <http://tinyurl.com/nxusnka>

How much has misunderstanding cost you in business and relationships? Read ***What?*** by Sharon Drew Morgen. Free. <http://tinyurl.com/nxusnka>

New book ***What?*** by Sharon Drew Morgen on how to hear others without bias or misunderstanding is free. <http://tinyurl.com/nxusnka>

Sharon Drew Morgen's new book ***What? Did you really say what I think I heard?*** re how to hear accurately is free. <http://tinyurl.com/nxusnka>

Recognize how you bias what you hear, and how to hear accurately. ***What?*** by Sharon Drew Morgen. Free. <http://tinyurl.com/nxusnka>

Original thinking from a visionary: new book on how to hear without bias or misinterpretation is free. <http://tinyurl.com/nxusnka>

Are you ready to really hear others? Do what it takes to avoid bias? Read this new free book ***What?*** <http://tinyurl.com/nxusnka>

Social media icons:   

TESTIMONIALS

This gift of a book invites us as readers to look at the choices we make, reactions we have, and the outcomes we produce as speakers and as listeners. It stimulates new distinctions that can only empower the impact of our communication.

—Gene Early, PhD. Author of *Three Keys to Transforming Your Potential*

This is a game changer. It's a wonderful, comprehensive, instructive, and powerful book on the crucial skills involved in hearing others. Buy it, read it, apply it -- and watch your communication effectiveness soar!

—Carol Kinsey Goman, Ph.D., author *The Silent Language of Leaders: How Body Language Can Help - or Hurt - How You Lead*

Sharon Drew Morgen has written a brilliant book that will completely reframe what you know about communication. This is a game changer, a ground breaking book that will shift how we perceive communication and hearing others for decades.

—Chip R. Bell, author *Managing Knock Your Socks Off Service*

What? provides an educational, witty, and intelligent exploration of how what we hear isn't always what's been said or meant, how our unique filters bias our understanding, restricts creativity, and affects relationships. She offers us a new model to overcome the problem, regardless of the context of the interaction.

—Ardath Albee, B2B Marketing Strategist, author of *Digital Relevance*

This book is truly remarkable and should be read by the largest audience possible as the message is a critically important one; one that will help people improve their relationships, careers, and lives. This book changed my life.

—Nathan Ives, Publisher StrategyDriven Magazine.

In an age when tweets and texting pass for communication, Sharon Drew Morgen focuses on the real skills needed to engage in authentic conversations, meaningful listening, and deep personal and business connections. A must read for 21st century communicators.

—Anne Miller, Presentation Consultant & Author, *Metaphorically Selling*

BIOGRAPHY: SHARON DREW MORGEN

Sharon Drew Morgen is a visionary, author, consultant, trainer, content developer, coach, and speaker.

Morgen is the thought leader and originator of the Buying Facilitation® method. Called by marketing guru Philip Kotler ‘the next step beyond consultative selling and light years ahead of the field,’ Buying Facilitation is a unique decision facilitation model that enables sellers to facilitate buyers through necessary steps to purchase and change.

Used often with the sales model, and employing original questioning and listening models, Buying Facilitation was first taught to KLM in 1988. It has since been taught to over 25,000 people globally, in companies such as Bose, Morgan Stanley, KPMG, Oggers Berndson, FedEx, Wachovia, Kaiser, California Closets, Cancer Treatment Centers of America, Unisys, IBM, KLM, DuPont, and Proctor & Gamble.

Morgen was of the first women stock brokers Wall Street in 1979. In 1983, Morgen started up a tech company called Tangent Decision Support Services in London, Hamburg, and Stuttgart. In that same year she and Lady Joan Yong co-founded The Dystonia Society that currently serves over 20,000 people with Dystonia across Europe.

As a lifelong student of decision making, change, communication, and systems thinking, Morgen has been developing change management models for over 50 years that enable true communication and collaboration. With **What?** Morgen has used her decades of study, in addition to the latest thinking in neuroscience, psychology, language, and relationships, to create original material that goes well beyond Active Listening.

Major book titles include:

Dirty Little Secrets: why buyers can't buy and sellers can't sell and what you can do about it.

Buying Facilitation®: the new way to sell that influences and expands decisions

New York Times Business Bestseller: ***Selling with Integrity: reinventing sales through collaboration, respect, and serving***

Sales on the Line: meeting the demands of the 90s through phone partnering

Sharon Drew Morgen can be reached at: sharondrew@sharondrewmorgen.com. Sites: www.sharondrewmorgen.com, www.buyingfacilitation.com, www.didihearyou.com.