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Why Can't We Understand Each Other? Communicating Better the Four-Color Way

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A method to improve communication with just about anyone, even the most difficult people!

In our relationships, whether romantic, familial, or workplace, it isn't always easy to understand each other. Using the four-color or DISC method, created by Walter Clarke in 1956, this books gives us insight into the various personality types around us, with its four-color classification of personality profiles: red (dominance), yellow (influence), green (steadiness), and blue (conscientiousness). Many tips and exercises will help readers improve their communication with others.
