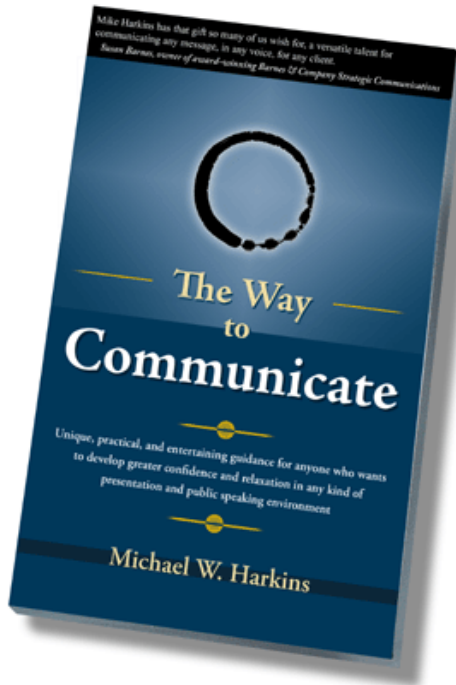




Portsmouth Publishing

Berkeley, California

www.portsmouthpublishing.com



Portsmouth Publishing announces its newest title, *The Way to Communicate*, by Michael W. Harkins, a book that promotes the importance of and growing need for better person-to-person communicators in a world of expanding personal disconnection.

Harkins' timely book provides perspectives on and remedies for an expanding cultural shift away from face-to-face communication and describes how that shift affects everything from business meetings to customer service situations.

The author says, "Our technological world of constant texting and heavy reliance on digital technology to convey information is creating a culture of people who either don't understand or don't know how to truly interact with someone."

Harkins, a Northern California-based media consultant and writer, provides readers with the insights, guidance, and tools that help people reconnect to the importance of person-to-person communication skills, and introduces next-generation professionals to new perspectives on effective personal communication skills in and out of the workplace. The book also includes an unprecedented collection of behavioral, logistical, and technical insights for presentations and personal appearances, drawn from Harkins' work in every kind of venue, from small conference rooms to many well-known stadiums and convention centers.

"The Way to Communicate would certainly help someone avoid the kind of insensitive gaffes that cost BP's CEO his job."

Michael W. Harkins

Harkins has thirty years of diverse communications and media experience, including work as an actor in the mid-'70s; a decade of tour production with high profile artists including Journey, Bruce Springsteen, and Michael Jackson; and creative communications projects for companies including Schwinn, Gatorade, and Wells Fargo. His commentary has aired on National Public Radio's All Things Considered, and his volunteer experience includes work in an American Red Cross Hurricane Katrina shelter.

Harkins points out that everything we do – how we stand, how we look, what we say, how we say it and how we listen – communicates something about us at every moment. In his consulting work and in *The Way to Communicate*, he guides people in developing a heightened, constant awareness of the audience's

perspective, and how to use that awareness to communicate with any size audience, whether it's to one person in a conversation or to one-thousand people in an auditorium. The goal is always to connect in a manner that allows everyone to feel that they're part of a dialog, no matter how simple or complex the communicator's message, whether it's making a presentation to a group of fellow employees, or explaining to reporters the complexities of a crisis situation.

"For example," Harkins says, "the awareness methods and philosophies in *The Way to Communicate* would certainly help someone avoid the kind of insensitive gaffes that eventually cost BP's CEO his job."

For decades, writers have relied on Strunk and White's *Elements of Style* as a map to better, simplified composition. Harkins hopes that *The Way to Communicate* provides that same reliable path for anyone who wants to communicate effectively. The book's messages are timely and wise, and never more important in our current world where technology puts information within instant access even as that technology widens the personal distance between us.

We're proud to have Michael W. Harkins as our latest author.

The details

The Way to Communicate, by Michael W. Harkins

Portsmouth Publishing

Release date: October 14, 2010, available from the publisher at www.thewaytocommunicate.com, at bookstores, and online from Barnes & Noble, Amazon, Kobo Books, and Smashwords.

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