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Posted on 22 September 2019 By Frank Sesno

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I love the idea what we can use questions strategically His categories are very thoughtful
My big beef is that the book promises it is teaching how to use questions, when really, it just

proposed a lot of ideas. Most of the stories/anecdotes he uses don't really go in depth enough to see how the person used questions to achieve their goal; they mostly just highlight how connected the author is. Anyway, an interesting read. I find myself thinking about it a lot after finishing, but was disappointed as I read. This book is for individuals who really want to hone their questioning techniques and delve into topics like a reporter. There are chapters for the different categories of questions: diagnostic, strategic, empathy, bridging, confrontational, creativity, mission, scientific, interview, entertaining, and legacy. Within each chapter are profiles of individuals, many well known, how they employ various questioning techniques, and the successful outcomes of persistently asking the right questions. There is a wide variety of examples spanning different industries and circumstances. Not all the chapters will be pertinent to a reader but it does illustrate how good questions can get the heart of a situation. My expectations were much higher for this book, since Warren Berger, author of *A Better Question* blurbed it. I recommend you read Berger's book instead of this one. Sesno is a former CNN anchorman and his leftist political views bleed through this book, which is especially funny on climate change since he has a chapter on asking scientific questions and explains that science is all about doubt except for climate change, where it seems to be about consensus. You should love questions and never be afraid of posing them or receiving them. This reviewer takes every opportunity to ask something, even if there is not a goal or specific purpose in mind. Idle curiosity can be enough. That said, the right question at the right time can be the spark that sets off change and leads to better things. This book could be described as a guide to questions, explaining why you should not fear them. It encourages you to use questions, pointing out how smart and successful people get ahead and, yes, you've guessed it, questioning is part of it. It may seem obvious to a curious person, such as this author, and perhaps the love of questioning and being nosy helped steer his career path, but for others asking a question can be a somewhat fearful event. By the end of reading this book, hopefully the reader will be disabused of this notion and will start to want to ramp up their questioning habit or refine their habit to greater effect. Many questions can be strategic, others are background building. The answers hopefully given can inspire further questions, research, fire curiosity and focus a future path of action. They can also work to help pour deserved cold water on an idea or notion. Sometimes the best answers are negative ones to a question that you had perhaps hoped should have been greeted with enthusiasm and positivity. It might be a bit like the old comment about body odour, only a best friend or partner may honestly answer a direct question about your freshness. This reasonably priced book can give a lot, should you need what it has on offer. For some, such as this reviewer, it is preaching to the converted yet it did not come over as boring, talking down to the reader or patronising. Clearly it can be capable of being of a great help and inspiration to many and certainly worthy of closer consideration. Let me ask a couple of questions: What is there not to like about this book? What do you have to lose by checking it out?

ASK



**THE POWER OF QUESTIONS
TO OPEN DOORS,
UNCOVER SOLUTIONS,
AND SPARK CHANGE**

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FRANK SESNO

Foreword by WOLF BLITZER

Interesting book about the power of questions WOULD recommend this to anyone who has to ask as part of their jobs or want to become interesting To be reviewed in the May June issue of Global Business and Organizational Excellence. |DOWNLOAD E-PUB ♦ Ask More ? What Hidden Skill Links Successful People In All Walks Of Life What Helps Them Make Smart Decisions The Answer Is Surprisingly Simple They Know How To Ask The Right Questions At The Right Time Questions Help Us Break Down Barriers, Discover Secrets, Solve Puzzles, And Imagine New Ways Of Doing Things But Few Of Us Know How To Question In A Methodical Way Emmy Award Winning Journalist And Media Expert Frank Sesno Aims To Change That With Ask More From Questions That Cement Relationships, To Those That Help Us Plan For The Future, Each Chapter In Ask More explores A Different Type Of Inquiry By The End Of The Book, You LI Know What To Ask And When, What You Should Listen For, And What You Can Expect As The Outcome Packed With Illuminating Interviews, The Book Explains How The Gates Foundation Used Strategic Questions To Plan Its Battle Against Malaria How Turnaround Expert Steve Miller Uses Diagnostic Questions To Get To The Heart Of A Company S Problems How NPR S Terry Gross Uses Empathy Questions To Dig Deeper How Journalist Anderson Cooper Uses Confrontational Questions To Hold People Accountable How Creative Questions Animated A Couple Of Techie Dreamers To Brainstorm Uber Both Intriguing And Inspiring, Ask More shows How Questions Convey Interest, Feed Curiosity, And Reveal Answers That Can Change The Course Of Both Your Professional And Personal Life A light overview on the craft of asking questions, mostly in a formal setting, business meetings, interviews, other professional exchanges etc., though it touches on personal domains as well, like end of life questions for an ailing person and a few other challenging interpersonal exchanges. The author is a former reporter for CNN, and is fairly comprehensive in his typology of conversations, which includes queries for discovery like a general practitioner trying to diagnose cause of pain , queries to extract information from direct reports, different types of interviewing techniques dependent on purpose, from a Terry Gross type interview, a negotiation, or interrogations, queries for scientific inquiry, blue sky queries, job interviews etc. The real issue with these scenarios is that in almost all of the cases, the author has implicit that the power between the interviewer and the interviewee is balanced towards the side of the author, or balanced or less equally However, the most important types of interactions in people s lives will be how they navigate the opposite dynamic Even entrepreneurs or CEOs have to navigate their investors or board. Because the book has little material on negotiating discussion tactics from a position of perceived weakness, I feel this book is less practical than it could have been For instance in business, either as a consultant or as a member of a firm, one is constantly trying to sell to some counterparty, often that counterparty can enable something you want, resources for a project, capital, authority to do something etc In most of these scenarios, you will be put in an inferior position, and a lot of the tactics listed here will be much less effective Unless you explicitly set up a workshop environment for your mark, its

unlikely the counterparty will allow themselves to be interviewed, so parsimony in inquiry is key. The efficiency of conversation is not covered here, and this is unfortunate. The closest example of power disparity in this way the author mentions is when he was interviewing Yasser Arafat of the PLO, where he was just a journalist and the counterpart was a leader of a nation or people. Yet even this was a weak example, as Arafat only agreed to be interviewed because he was soliciting for help to western think tanks and NGOs during the 2nd Intifada. If the author attempted to dive deep with any leader who possessed real power, it is very likely he or she would just be ignored, as was the case when a Western journalist attempted to interrogate Xi Jinping a few years ago during a joint presser with Obama. In that case, Xi Jinping literally just ignored the questions, and the journalist was not able to move their chips forward, thus failing. A similar dynamic can be seen in current Trump interviews. This book could be useful for an exec, though I'd think any successful exec would have mastered these skills already. Not sure who the book would be most suitable for functionally. It's a decent book on its own, but if you're looking for something practical, look elsewhere. A pleasant surprise. Very enjoyable. I had mediocre expectations for this book, sorry Mr. Sesno, but I was pleasantly surprised. Much more than a self-help or business book, Frank Sesno knows how to tell a good story and woven throughout the book are interesting examples from notable people. For instance, in the chapter on Strategic Questions, Sesno tells the story of Gen. Colin Powell, who got it right when Saddam Hussein invaded Kuwait by asking eight strategic questions, but his failure to press decision makers on those same eight strategic questions during the run-up to the second Gulf War caused things to go horribly wrong. Powell also discusses the terrible price he and America paid for his failure to ask the right questions of the right people regarding Iraq's weapons of mass destruction. Taking responsibility for failure and screw-ups is not a common trait. It's too easy to accuse someone else, duck the tough questions, or change the subject. Powell didn't do that. He acknowledged when an operation had gone wrong and he took responsibility where it mattered. He should have been a louder voice and insisted that difficult but strategic questions got asked along the way. Whether anyone would have listened to him is another matter. But he knows he should have tried. That's a lesson from him and for the rest of us. Chapters include: Why ask, Diagnostic questions, Strategic questions, Empathy questions, Bridging questions, Confrontational questions, Creativity questions, Mission questions, Scientific questions, Interview questions, Entertaining questions, Legacy questions. I'm glad I asked. There is a handy Question Guide at the end of the book which is more than a simple summary. It includes what to listen for, what to try, and much more for each of the 11 types of questions. Whether you're looking to improve the conversation at your next dinner party, applying for a job, confronting someone, or trying to learn your family history, questions can help you in nearly every area of life. This book tells you how to ask the right questions and what to listen for when people answer. I first listened to this book when it was an Audible Deal of the Day and decided it was so good I needed the Kindle version too. Good stuff. A

quick read I highly recommend it. There s no questionour ability and willingness to ask meaningful questions connects us as human beings From what do you want for dinner to what do you think about climate change , questions allow us to identify where we stand on a topic and express our opinions It is our ability to ask questions that allow us to serve others as well.Frank Sesno has been a journalist for years and has done a great job of profiling the different types as well as the importance of questions Questioning styles and techniques are broken down to better understand how to use questions to get to a desired point, whether that is understanding or manipulation.At first, I found this book to be pragmatic, but as I went further, Sesno showed his obvious bias Which, to me, negates true inquisitiveness Questions for the sake of knowledge and understanding are what I m after Not questions that help support a biased narrative of misinformation or subjective opinion not based on factual evidence There are a lot of people pushing a narrative in today s news and are doing their best to create news I found Sesno s book a great example of just how that is being accomplished I found this book enlightening ONLY in that sense and no other.I would recommend this book ONLY as a case study in how news is being manipulated and perpetrated as the truth If someone wanted to know how fake news is created, this would be a good study guide in just how to do it.

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