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The Art of Explanation. About Lee LeFever. Lee LeFever is the founder of Common Craft, a company known around the world for making complex ideas easy to understand in the form of video explanations. Through multiple awards, tens of millions of online views and work with brands like LEGO, Google and Ford Motors, Lee and his wife Sachi have built ...

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The must-read summary of Lee Lefever's book: "The Art of Explanation: Making Your Ideas, Products and Services Easier to Understand". This complete summary of the ideas from Lee Lefever's book "The Art of Explanation" shows that the key to successfully selling products and services is ensuring that they are easy to understand for customers.

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The Art of Explanation: Making Your Ideas, Products, and Services Easier to Understand. Author: Lee LeFever. Narrator: Tim Andres Pabon. Unabridged: 7 hr 18 min Format: Digital Audiobook Publisher: Gildan Audio. Published: 07/01/2014 Genre: Business & Economics - Business Communication - Meetings & Presentations

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Explanation – being able to make the facts more clearly understood – is an art form which is well worth mastering. If you can enhance your explanation skills, you'll be able to persuade more people to move in the direction you want them to head.

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