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This book is by turns illuminating and inspiring, and will appeal to change agents as well as to social researchers interested in the power of social networks and communities. I was puzzling over fundraising for a project I'm involved with - a school in Cambodia - and Robinson answered a whole lot of questions. They maintain eye contact and have a relaxed body language, but they seldom interrupt and stop people talking. If they don't understand and want to clarify something, they wait for a suitable opportunity. When speaking, effective communicators are good at giving information. They do not confuse their listener. They make their points clearly. They will avoid technical terms, abbreviations or jargon. If they do need to use unfamiliar terminology, they explain by giving an easy-to-understand example. Furthermore, although they may ramble in order to elaborate a point and give additional info