

# Smart Brevity by Jim VandeHei, Mike Allen & Roy Schwartz

**Smart Brevity** is a guide to effective communication that emphasizes the importance of concise and clear messaging. It offers practical strategies for streamlining communication across various platforms, helping readers craft compelling messages and improve their overall communication skills.

## Key criticisms:

- **Lack of depth:** While the book offers valuable advice, it could benefit from more in-depth exploration of certain topics.
- **Limited examples:** The book could provide a wider range of examples to illustrate its principles.
- **Focus on written communication:** While the book does touch on verbal communication, it could benefit from a more balanced approach that addresses both written and verbal communication.

**Changemakers Insights:** Changemakers should read "Smart Brevity" to improve their communication skills, craft persuasive messages, and drive meaningful change.

Source: [Amazon.in](#)