



# Summary : The Art Of Explanation - Lee Lefever: Making Your Ideas, Products, and Services Easier to Understand

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**Complete summary of Lee Lefever's book: "The Art of Explanation: Making Your Ideas, Products and Services Easier to Understand".**

This 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. This summary highlights the three part process you need to master in order to create great explanations that works: plan, package and present.

**Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "The Art of Explanation" and discover the key to making your products understandable and accessible to all.**

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