



Preston Ni is a professor, coach, trainer, and course designer in the areas of professional communication, cross-cultural understanding, interpersonal effectiveness, and tipping point change. Since 1990, thousands of participants have benefited from his dynamic and powerful courses. He has worked with companies including Fortune 500 stalwarts Microsoft, Hewlett-Packard, Sun Microsystems, Yahoo!, Visa, and eBay, as well as coached executives, managers, and private individuals on identifying the catalyst for igniting organizational and personal success.

Professor Ni received a Master of Science Degree in Business Administration, and is tenured faculty of the Communication Studies Department at Foothill College in Silicon Valley, California. He holds a certificate in the Management Development Program at Harvard University. Preston is the featured columnist of Asian Week's *Leadership Success Series*, appeared twice on the television show *China Crosstalk*, and has been featured on the KTSF evening news. He is the recipient of the Diversity Leadership Award in Teaching and Learning, and the inaugural recipient of the Silicon Valley Speak-Up Distinguished Speaker of the Year award.

Prof. Ni is the author of *How to Communicate Effectively and Handle Difficult People* and *Communication Success with Four Personality Types*. He is also keynote speaker on the DVD program *Cross-Cultural Communication: East and West*, featured on the Business and Technology Network and the National Technological University Network.

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