

instant rapport michael brooks Handbook

Instant Rapport Michael Brooks

In the world of communication, sales, and relationship-building, the ability to quickly establish rapport is a crucial skill. One influential figure who has contributed significantly to understanding and mastering this art is Michael Brooks. Known for his insights into human psychology and effective communication strategies, Michael Brooks has become a go-to resource for those seeking to develop instant rapport with others. In this article, we will explore the concept of instant rapport Michael Brooks, delving into his methods, principles, and practical tips to help you build genuine connections swiftly and effectively.

Who Is Michael Brooks and Why Is He Known for Instant Rapport?

Background and Expertise

Michael Brooks is a renowned communication coach, speaker, and trainer specializing in the psychology of influence, persuasion, and rapport-building. His work focuses on helping individuals and professionals improve their interpersonal skills to achieve better relationships, sales outcomes, and personal growth.

Brooks' approach is rooted in understanding human behavior, subconscious cues, and the subtle art of establishing trust and connection almost immediately. His techniques are widely used by salespeople, negotiators, coaches, and anyone looking to enhance their communication skills.

The Significance of Instant Rapport

Rapport is the foundation of effective communication. When rapport is established quickly, it:

- Builds trust and openness
- Reduces resistance and conflict
- Facilitates smoother negotiations
- Creates a positive environment for influence and persuasion
- Enhances personal and professional relationships

Michael Brooks emphasizes that the ability to create instant rapport is not just a "nice-to-have" skill but a critical component for success in many areas of life.

Core Principles of Instant Rapport According to Michael Brooks

1. Mirroring and Matching

One of the foundational techniques Brooks advocates is mirroring and matching. This involves subtly imitating the other person's body language, speech patterns, and tone of voice to create subconscious alignment.

- **Body Language:** If someone leans forward, you do the same shortly after.
- **Speech Patterns:** Match their pace, volume, and rhythm.
- **Language and Vocabulary:** Use similar words and expressions.

Note: The key is subtlety. Overdoing it can come across as mocking or insincere.

2. Active Listening and Genuine Interest

Brooks emphasizes that genuine interest and active listening are essential. When you truly focus on the other person, they feel valued and understood.

- Maintain eye contact
- Use affirming gestures and verbal acknowledgments like "I see" or "That makes sense"
- Ask open-ended questions to encourage elaboration

3. Emotional Calibration

Understanding and attuning to the emotional state of the other person helps in establishing trust quickly. Brooks teaches that recognizing cues like tone, facial expressions, and body language enables you to respond appropriately.

4. Finding Common Ground

Shared interests, experiences, or values create a bond. Brooks advises seeking areas of mutual connection early in the conversation.

5. Maintaining Positive Body Language

Open, relaxed, and welcoming body language signals approachability and encourages the other person to do the same.

Practical Techniques and Strategies from Michael Brooks

1. The Fast-Start Rapport Technique

This method involves immediately creating a connection within the first few seconds of interaction.

- Smile genuinely and make eye contact
- Use a friendly greeting tailored to the context
- Mirror their initial body language subtly
- Ask a simple, open-ended question related to their interests or needs

2. The Power of Pauses and Mirroring

Brooks highlights that strategic pauses after speaking or listening can create space for connection. Pair this with mirroring behaviors to deepen rapport.

3. The "Name Remembering" Technique

Using someone's name during conversation enhances connection and shows attentiveness.

- Repeat their name naturally after hearing it
- Use their name periodically during the conversation

4. Leveraging Storytelling

Sharing relevant, personal stories can foster emotional bonds. Brooks suggests stories should be authentic and aligned with the listener's interests.

5. Matching Emotional States

If someone is excited, mirror that enthusiasm to create positive energy. If they are more subdued, adopt a calm demeanor to match their mood.

Common Mistakes to Avoid When Building Instant Rapport

1. Over-Mirroring

While mirroring is effective, excessive imitation can seem insincere or mocking.

2. Forced or Fake Interest

Authenticity is key. Pretending to be interested or using rehearsed scripts can backfire.

3. Ignoring Non-Verbal Cues

Failing to notice body language or emotional cues can hinder rapport-building efforts.

4. Talking Too Much or Too Little

Balance is essential. Dominating the conversation or being too reserved can create distance.

5. Neglecting Personalization

Generic interactions lack connection. Tailoring your approach to the individual makes a significant difference.

Applying Michael Brooks? Techniques in Real-Life Situations

In Sales and Business

Using Brooks? rapport-building strategies can significantly improve sales outcomes:

- Establish trust early in conversations
- Align communication styles with clients
- Create a comfortable environment for negotiations

In Personal Relationships

Building instant rapport can strengthen existing bonds and help make new connections:

- Use active listening to understand the other person?s perspective
- Find common interests quickly
- Display genuine curiosity and warmth

In Networking Events

Applying Brooks? techniques helps you stand out and connect meaningfully:

- Make eye contact and smile confidently
- Mirror subtle body language cues
- Ask open-ended questions to foster dialogue

Conclusion: Mastering Instant Rapport with Michael Brooks? Insights

Developing the skill of instant rapport is a powerful tool that can transform your personal and professional interactions. Michael Brooks' methods offer practical, proven techniques grounded in understanding human psychology and effective communication. By applying principles such as mirroring, active listening, emotional calibration, and genuine interest, you can create meaningful connections quickly and effortlessly.

Remember, the foundation of instant rapport is authenticity. When aligned with sincerity and attentiveness, these techniques become natural, making your interactions more impactful and rewarding. Whether in sales, leadership, coaching, or everyday life, mastering instant rapport through Michael Brooks' insights can open doors to new relationships, opportunities, and success.

Elevate your communication skills today by integrating these strategies and watch your connections deepen instantly!

Instant Rapport Michael Brooks: Unlocking the Secrets to Connecting Quickly and Authentically

In an era where genuine human connection can be fleeting amidst the rapid pace of digital communication, mastering the art of instant rapport has become a sought-after skill. Among the notable voices advocating for this mastery is Michael Brooks, whose insights and techniques have resonated with entrepreneurs, sales professionals, educators, and anyone keen on fostering meaningful relationships swiftly. This article delves into the concept of instant rapport as championed by Michael Brooks, exploring its foundational principles, practical applications, and how it can be harnessed to improve personal and professional interactions.

Understanding Instant Rapport: The Foundation of Human Connection

What is Instant Rapport?

At its core, instant rapport refers to the ability to establish a sense of trust, understanding, and mutual connection with another person within moments of meeting. Unlike traditional relationship-building, which often requires sustained interaction, instant rapport emphasizes creating a positive psychological and emotional link rapidly, setting the stage for effective communication.

Why is Instant Rapport Important?

- Accelerates Trust: Establishing a quick connection reduces skepticism, paving the way for open dialogue.
- Enhances Persuasion: When rapport is established, individuals are more receptive to ideas, proposals, or feedback.
- Builds Confidence: Mastery of this skill boosts self-assurance in social and professional settings.
- Saves Time: Especially in sales or networking, forming rapport swiftly means more interactions in less time.

The Psychology Behind Instant Rapport

Michael Brooks emphasizes that rapport taps into fundamental human psychology?people tend to respond positively to those they perceive as similar, warm, and understanding. Recognizing and leveraging these innate tendencies allows communicators to forge bonds almost instantaneously.

Michael Brooks and the Art of Rapid Connection

Who is Michael Brooks?

Michael Brooks is a renowned communicator, trainer, and author who specializes in human psychology, influence, and relationship-building. His teachings focus on practical strategies that enable individuals to connect authentically and quickly, often drawing from psychological principles, behavioral science, and personal development.

Core Principles in Brooks? Approach

- Authenticity Over Manipulation: Brooks stresses genuine connection rather than superficial tactics. Authenticity fosters trust and long-term rapport.
- Mirroring and Matching: Subtly reflecting body language, tone, and speech patterns to create subconscious alignment.
- Active Listening: Demonstrating genuine interest through attentive listening and empathetic responses.
- Finding Common Ground: Identifying shared interests, values, or experiences to create immediate bonds.
- Positive Framing: Using optimistic language and body language to foster warmth and openness.

The Science-Backed Techniques

Michael Brooks? methods are rooted in well-established psychological concepts:

- Mirror Neuron System: Mirroring others' gestures and speech activates mirror neurons, fostering empathy and rapport.
- The Law of Similarity: People naturally feel more connected to those who are similar to them.
- Emotional Contagion: Emotions are contagious; displaying positive emotions encourages reciprocation.
- Nonverbal Synchronization: Matching posture and gestures enhances subconscious rapport.

Practical Strategies for Instant Rapport as Taught by Michael Brooks

- Master the Art of Mirroring and Matching
 - Observe the other person's body language, gestures, and speech patterns.
 - Subtly imitate these behaviors without appearing mimicry or mocking.
 - For example, if someone leans forward slightly, do the same after a few seconds.
 - Matching tone and pace of speech also helps in creating harmony.
- Engage in Active Listening and Empathy
 - Focus fully on the speaker without distractions.
 - Use verbal affirmations like "I see," "That makes sense," or "Tell me more."
 - Paraphrase or summarize what they say to demonstrate understanding.
 - Recognize and validate emotions, e.g., "That sounds frustrating."
- Find and Highlight Commonalities
 - Look for shared interests, experiences, or values early in the conversation.
 - Use open-ended questions to uncover these commonalities.
 - For example, "I also enjoy hiking on weekends," or "We both seem passionate about innovation."
- Use Positive Body Language
 - Maintain eye contact (without staring).

- Smile genuinely and appropriately.
 - Use open gestures, like uncrossed arms and relaxed posture.
 - Nod occasionally to show engagement.
-
- Establish a Warm and Friendly Tone
-
- Use a conversational, approachable voice.
 - Be mindful of facial expressions to convey warmth.
 - Share light, positive anecdotes or humor where appropriate.
-
- Leverage the Power of Names
-
- Use the person's name during the conversation to create personalization.
 - Repeat it naturally to reinforce recognition and connection.
-
- Manage Your Own State
-
- Approach interactions with confidence and genuine curiosity.
 - Practice deep breathing or grounding techniques beforehand if feeling anxious.
 - Authenticity emanates from a calm, centered state.

Overcoming Common Barriers to Instant Rapport

While the techniques are straightforward, several challenges can impede rapid connection:

- Social Anxiety: Practice breathing exercises and gradual exposure to social settings.
- Differences in Communication Styles: Be adaptable and observant to match the other person's style.
- Cultural Variations: Educate oneself on cultural norms and sensitivities.
- Time Constraints: Focus on key rapport-building cues that yield the highest impact quickly.

Michael Brooks advocates for flexibility?being attentive and responsive rather than rigidly following a script. Authenticity remains paramount; false gestures or insincerity are likely to backfire.

The Long-Term Benefits of Mastering Instant Rapport

While the immediate goal is to connect quickly, Brooks underscores that the skills cultivated through rapport-building are foundational for sustained relationships. Benefits include:

- Enhanced Leadership: Leaders who establish rapport inspire loyalty and motivate teams.
- Improved Negotiation Outcomes: Building trust early can lead to mutually beneficial agreements.
- Better Personal Relationships: Deepening bonds through genuine connection.
- Career Advancement: Networking and relationship-building open doors.

Cultivating a Rapport Mindset

Adopting a mindset focused on curiosity, empathy, and authenticity transforms interactions from transactional to relational. Regular practice ensures these skills become intuitive.

Incorporating Technology and Virtual Interactions

In today's digital age, instant rapport extends beyond face-to-face encounters:

- Use video calls to incorporate facial expressions and body language.
- Maintain eye contact by looking into the camera.
- Use expressive vocal tone and gestures.
- Mirror the other person's communication style in written correspondence.

Michael Brooks emphasizes that even in virtual spaces, the principles of genuine connection remain consistent.

Final Thoughts: The Power of Instant Rapport

Mastering instant rapport as championed by Michael Brooks is not about manipulation but about understanding and leveraging human psychology to foster authentic connections quickly. In an increasingly interconnected yet often impersonal world, these skills can significantly impact personal growth, professional success, and overall social fulfillment.

By practicing techniques such as mirroring, active listening, finding common ground, and maintaining positive body language, individuals can elevate their ability to connect meaningfully in moments that matter most. Whether in sales, leadership, networking, or everyday interactions, the ability to establish rapport instantly is a valuable asset—one that can open doors, build trust, and lay

the groundwork for enduring relationships.

In essence, Brooks reminds us that at the heart of every successful interaction lies the simple yet profound act of making another person feel understood, valued, and connected. Building this capacity not only enhances our social effectiveness but also enriches our understanding of the human experience itself.

Question What is the concept of 'instant rapport' as discussed by Michael Brooks?

Answer Michael Brooks explains 'instant rapport' as the ability to quickly establish a connection and sense of trust with others through effective communication, body language, and empathetic listening, which is essential in social and professional interactions. How does Michael Brooks suggest building instant rapport in conversations? Brooks recommends techniques such as active listening, mirroring body language, showing genuine interest, and finding common ground to foster immediate trust and connection with others. What role does body language play in creating instant rapport according to Michael Brooks? According to Brooks, positive body language—like maintaining eye contact, open gestures, and a friendly posture—helps convey confidence and openness, making it easier to establish rapport quickly. Are there any specific tips from Michael Brooks for maintaining rapport once it's established? Yes, Brooks emphasizes the importance of continued active listening, being authentic, showing empathy, and paying attention to non-verbal cues to sustain and deepen rapport over time. How can understanding emotional intelligence improve the ability to build instant rapport, based on Michael Brooks' insights? Brooks highlights that emotional intelligence allows individuals to better read others' emotions and respond appropriately, which accelerates trust-building and facilitates instant rapport. Is 'instant rapport' important in professional settings, and what does Michael Brooks say about its impact? Absolutely, Brooks states that instant rapport is crucial in professional environments for networking, negotiations, and teamwork, as it creates a foundation of trust and cooperation that can lead to better outcomes.

Related keywords: instant rapport, Michael Brooks, building trust, communication skills, relationship tips, social influence, interpersonal skills, connection strategies, networking techniques, effective conversation, relationship building

wham george me

Wham George Me: A Deep Dive into the Iconic Duo and the Legacy of George Michael

Introduction

Wham George Me is a phrase that instantly evokes memories of the late 1980s pop scene,

combining the name of the legendary British pop duo Wham! with the iconic figure of George Michael. This connection symbolizes the musical phenomenon that revolutionized pop music during the 1980s and left an indelible mark on fans worldwide. Understanding the relationship between Wham! and George Michael, as well as his individual journey, offers valuable insight into the evolution of pop culture, musical innovation, and the enduring legacy of one of pop's most influential artists.

The Formation of Wham! and the Rise to Fame

The Origins of Wham!

Wham! was formed in 1981 in London, comprising two talented young artists: George Michael and Andrew Ridgeley. Their shared passion for music and performance quickly led to the creation of a vibrant, energetic pop act that combined catchy melodies with relatable lyrics.

Early Success and Breakthrough Hits

In the early years, Wham! gained popularity with songs that resonated with teenagers and young adults. Some of their notable early hits include:

- "Wham Rap! (Enjoy What You Do)" (1984): A rebellious anthem that showcased their playful style.
- "Young Guns (Go for It!)" (1983): Their debut single that established their presence on the UK charts.
- "Wake Me Up Before You Go-Go" (1984): The song that catapulted them to international fame, topping charts worldwide.

The Evolution of Wham! and the Solo Ambitions of George Michael

Transition and Growth

By the mid-1980s, Wham! had become one of the leading pop acts globally. Their music evolved from danceable pop to more mature themes, reflecting their growth as artists and individuals. This period saw the release of albums like *Make It Big* (1984), which included hits like "Careless Whisper" and "Everything She Wants."

The Decision to Part Ways

In 1986, George Michael and Andrew Ridgeley announced that Wham! would disband at the height of their success. Their farewell concert at Wembley Stadium drew over 72,000 fans, marking the

end of an era but also paving the way for George Michael's solo career.

George Michael: A Solo Artist and Cultural Icon

Solo Debut and Musical Style

George Michael's solo career officially launched with his debut album *Faith* in 1987, which became a massive commercial success. The album featured chart-topping singles such as:

- "Faith"
- "Father Figure"
- "One More Try"
- "Monkey"

Michael's musical style was characterized by a blend of pop, soul, R&B, and gospel influences, setting him apart from his contemporaries.

Artistic Evolution and Personal Challenges

Throughout his career, George Michael continually evolved, exploring different genres and themes. His openness about his sexuality, struggles with addiction, and advocacy for social causes made him a complex and influential figure.

Impact of Wham! and George Michael on Pop Culture

Musical Innovation and Chart Success

- Wham! was among the first Western pop acts to gain significant popularity in Asia and Africa.
- George Michael's songwriting and vocal talent set new standards in pop music.
- His ability to craft memorable hooks combined with heartfelt lyrics contributed to his enduring appeal.

Social and Cultural Influence

- George Michael's activism, especially regarding LGBTQ+ rights, helped challenge societal norms.
- His openness about his sexuality in the late 1980s was groundbreaking in the music industry.
- His fashion and style influenced generations of artists and fans.

Legacy and Posthumous Recognition

Awards and Honors

- Multiple Grammy Awards and Brit Awards.
- Induction into the Songwriters Hall of Fame.
- Recognition for his philanthropic efforts and contributions to charities.

Continued Relevance

- His songs remain popular on streaming platforms and radio stations.
- Documentaries and biopics continue to introduce his story to new audiences.
- The enduring popularity of hits like "Careless Whisper" and "Faith" cements his place in music history.

Conclusion

The phrase "Wham George Me" encapsulates a pivotal chapter in pop music history, highlighting the dynamic duo of Wham! and the extraordinary solo career of George Michael. From their energetic beginnings to their impactful social messages, both Wham! and George Michael have left an indelible mark on the world of music. Their legacy continues to inspire artists and fans alike, reminding us of the transformative power of pop culture and the importance of authentic self-expression.

SEO Keywords for Optimization

- Wham George Me
- George Michael biography
- Wham! band history
- George Michael solo career
- 1980s pop music icons
- Best George Michael songs
- Legacy of Wham! and George Michael
- George Michael activism and social impact
- 1980s music legends
- Pop culture influence of Wham!

Wham! George Michael: An In-Depth Investigation into the Life, Career, and Legacy of a Pop Icon

The name Wham! George Michael resonates deeply within the annals of pop music history. As a duo that defined the 1980s, Wham! and its charismatic frontman George Michael crafted a legacy characterized by infectious melodies, groundbreaking music videos, and a cultural impact that endures decades later. This article undertakes a comprehensive exploration of George Michael's journey—from his rise to stardom, his artistic evolution, personal struggles, to his lasting influence on music and society.

Origins and Formation of Wham!: The Birth of a Pop Phenomenon

Early Life and Musical Foundations

George Michael was born Georgios Kyriacos Panayiotou on June 25, 1963, in East Finchley, London. Growing up in a working-class Greek-Cypriot family, Michael exhibited an early passion for music. He attended the Bushey Meads School, where he met future bandmate Andrew Ridgeley. Their shared interest in pop and soul laid the groundwork for what would become Wham!

Formation of Wham! and Breakthrough

In 1981, Michael and Ridgeley officially formed Wham!, initially performing at school events and local venues. Their big break came with the release of their debut album, *Fantastic* (1983), which featured hit singles like "Young Guns (Go for It!)". Their energetic style, combined with catchy hooks and vibrant visuals, quickly captured the UK youth market.

The duo's breakout came with their second album, *Make It Big* (1984), which propelled them onto the international stage. Hits such as "Wake Me Up Before You Go-Go," "Careless Whisper," and "Last Christmas" became chart-toppers, establishing Wham! as one of the preeminent pop acts of the 1980s.

The Artistic Evolution of George Michael

From Pop Sensation to Artistic Auteur

While Wham! was celebrated for its upbeat, danceable hits, George Michael's artistic ambitions extended beyond the bubblegum pop image. His songwriting matured, revealing deeper emotional layers and social commentary.

Key milestones in his artistic development include:

- Solo debut with *Faith* (1987): A genre-blending album that showcased his versatility—mixing pop, rock, gospel, and R&B.

- Iconic singles like "Faith," "Father Figure," and "One More Try" demonstrated his ability to craft timeless ballads and dance tracks with lyrical depth.
- His willingness to experiment with different sounds and production techniques set him apart from contemporaries.

Notable Collaborations and Artistic Risks

George Michael's collaborations further underscored his artistic range:

- Duet with Aretha Franklin on "I Knew You Were Waiting (For Me)"
- Working with Elton John, Queen's Freddie Mercury, and others
- Producing and writing for other artists

His openness to exploring themes of sexuality, identity, and social issues marked a significant shift in pop music's cultural landscape.

Controversies and Personal Struggles

Public Scrutiny and Legal Issues

George Michael's career was not without controversy. His sexuality became a topic of media fascination, culminating in a 1998 arrest for lewd conduct in a public restroom. This incident sparked intense media scrutiny but also contributed to ongoing conversations about sexuality and privacy.

Additionally, Michael faced substance abuse issues and struggled with mental health challenges. These personal struggles occasionally impacted his career trajectory and public image.

Impact of Personal Life on Artistic Persona

Despite adversity, Michael's honesty about his struggles resonated with fans and added layers of authenticity to his artistry. His openness about sexuality and personal growth helped foster a more inclusive and accepting cultural climate.

The Legacy of George Michael and Wham!

Influence on Pop Music and Society

George Michael's influence extends far beyond his chart success:

- Pioneered a more soulful, authentic approach to pop music
- Inspired future generations of artists like Bruno Mars, Sam Smith, and Harry Styles
- Contributed to destigmatizing discussions around sexuality and mental health

Enduring Hits and Cultural Moments

Wham!'s festive hit "Last Christmas" remains a perennial holiday favorite, while "Wake Me Up Before You Go-Go" continues to be emblematic of 1980s pop exuberance.

Michael's solo work also left an indelible mark, with songs like "Freedom! '90" serving as anthems of liberation and self-acceptance.

Posthumous Recognition and Honors

Following his death on December 25, 2016, at age 53, tributes poured in from fans, fellow artists, and public figures. Posthumous honors include:

- Induction into the Songwriters Hall of Fame
- Multiple Grammy nominations and awards
- Legacy as a trailblazer for LGBTQ+ visibility in mainstream media

Critical Reception and Cultural Significance

Music Critics' Perspectives

While some critics initially viewed Wham! as light pop, over time, George Michael's artistry garnered respect for its depth and craftsmanship. His ability to blend commercial appeal with meaningful content cemented his status as a serious artist.

Societal Impact

Michael's openness about sexuality, mental health, and social issues challenged societal taboos, contributing to greater acceptance and dialogue. His career exemplifies the power of pop music as a vehicle for personal and social expression.

Conclusion: The Enduring Legacy of Wham! George Michael

The story of Wham! George Michael is one of meteoric rise, artistic reinvention, and resilience. From their infectious pop anthems to Michael's soulful ballads, his influence is woven into the fabric of modern music. Despite personal struggles and media scrutiny, his legacy endures as a beacon of

authenticity, creativity, and social progress.

As new generations discover his music, George Michael's impact continues to grow, affirming his place among the most influential figures in pop history. His journey reminds us that true artistry lies in authentic self-expression and the courage to challenge societal norms.

In Memoriam, George Michael remains a symbol of musical excellence and personal bravery—a pop icon whose legacy will resonate for decades to come.

Question Who is George from Wham, and what is his significance in music history?
Answer George Michael was a British singer, songwriter, and record producer who gained fame as part of the duo Wham! before establishing a successful solo career. He is regarded as one of the most influential pop artists of the 1980s and 1990s. What are some of George Michael's most popular songs with Wham!? Some of George Michael's most popular songs with Wham! include "Wake Me Up Before You Go-Go," "Last Christmas," "Careless Whisper," and "Freedom". How did George Michael's career evolve after his time with Wham!? After Wham!, George Michael launched a highly successful solo career, releasing hits like "Faith," "Father Figure," and "One More Try," and became known for his distinctive voice, songwriting talent, and advocacy for LGBTQ+ rights. What impact did George Michael have on pop culture and music? George Michael is credited with influencing pop music with his soulful voice, catchy songwriting, and willingness to address social issues. He also broke barriers by being open about his sexuality and challenging norms within the industry. Are there any recent updates or tributes related to George Michael and Wham!? In recent years, there have been numerous tributes to George Michael, including concerts, documentaries, and memorials honoring his legacy. Fans and artists continue to celebrate his contributions to music. What are some lesser-known facts about George Michael and Wham!? A lesser-known fact is that George Michael co-wrote many of Wham!'s hits and was involved in the production process early in his career. Additionally, he was known for his philanthropy and support for various charitable causes. Where can I find the latest news about George Michael and Wham!? The latest news can be found on entertainment news websites, official social media pages dedicated to George Michael's legacy, and music industry updates.

Related keywords: Wham, George Michael, pop music, 1980s, London, singer, songwriter, music duo, hit songs, music industry

Read the full article online: [WHAM GEORGE ME](#)