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Nota di contenuto	EXECUTIVE POWER: Use the Greatest Collection of Psychological Strategies to Create an Automatic Advantage in Any Business Situation; Contents; Acknowledgments; Introduction; A Note to Readers; Chapter 1: The Psychological Strategy to Gain Ironclad Loyalty: Never Lose an Employee, Customer, Client, or Patient Again; Chapter 2: Super Spin Control: Quickly Dilute the Impact of Negative Publicity; Chapter 3: Spin Control When It's Personal: Shutting Down the Gossip and Rumor Mills Chapter 4: Turbo-Boost Morale and Keep Your Employees Productive, Motivated, and Happy . . . All without Spending a DimeChapter 5: The Foolproof Strategy to Keep Any Employee from Stealing; Chapter 6: Collect Money Owed, No Matter How Long It's Overdue; Chapter 7: Turn a Saboteur into Your Greatest Ally; Chapter 8: Get Back Any Customer You've Lost, No Matter Why They Left; Chapter 9: Managing Difficult

People: The Psychology Behind Royal Pains; Chapter 10: Quickly Handle Any Customer Complaint . . . And Turn It To Your Advantage  
Chapter 11: How to Painlessly Criticize the Highly Sensitive Employee  
Chapter 12: Personal Power: The Myth of Self -Discipline and the Secret to Unlimited Inspiration; Chapter 13: The Five Psychological Keys to Accomplish Any Goal; Chapter 14: How to Spot a Bluff a Mile Away: The Ultimate Bluff Buster; Chapter 15: Find Out If Your Employees Are Doing Drugs or Drinking on the Job with a 30-Second Nonaccusatory Conversation; Chapter 16: Bully-Proof Yourself and Your Office; Chapter 17: Sway the Room: From Jury Rooms to Board Rooms, How One Voice Can Change the Choir  
Chapter 18: Master the Art of Charisma with the Complete Psychological Formula for Instant Likability  
Chapter 19: The Amazing Method for Getting Along with People Who Are Emotionally Unwell; Chapter 20: Instantly Resolve Any Personality Conflict; Chapter 21: The Effortless Way to Make Difficult Changes without Creating Fearful, Frustrated, and Angry Employees; Conclusion; Bibliography; About the Author; Index

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Sommario/riassunto

Executive Power arms readers with effective, fast-acting techniques that show them, step-by-step, how to get what they need before they and their companies pay a heavy toll for lack of it. This book contains specific, carefully formulated psychological tactics that can be applied to any business situation, with any person. This book offers readers the opportunity to use the most important psychological tools governing human behavior, not just to level the playing field, but to create an automatic advantage in today's business world. The book will arm the reader with the tactics to:\* Get ba

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