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Sommario/riassunto	<p>Richard Bandler-the world-renowned cocreator of NLP who has helped millions around the world change their lives for the better-has teamed up with Italian NLP master trainer Alessio Roberti and cofounder of the Irish Institute of NLP Owen Fitzpatrick, to craft a simple yet engaging story of one man's personal change and discovery to help readers understand the remarkable principles of NLP. Inspiring and easy-to-read, this fable recreates the experience of being at a workshop with Bandler. Rather than explaining the theories, The Ultimate Introduction to NLP illustrates the principles and simple techniques that Bandler has developed over the past thirty-five years in action. This inspirational book gives you the tools to change your life, overcoming the things that are holding you back: your phobias, depression, habits, psychosomatic illnesses, or learning disorders. Through the simple techniques of NLP, you too can become a strong, happy, successful person and achieve your goals.</p>