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Lingua di pubblicazione	Inglese
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Note generali	Includes index.
Nota di contenuto	Cover -- Contents -- About the author -- Foreword by Sir John Harvey-Jones MBE -- Publisher's acknowledgements -- Introduction -- 1 The power of persuasion. How empathy and sincerity work wonders for you -- 2 Being a good listener. Why listening is so crucial -- 3 Attention please. Keeping attention where you want it -- 4 Mind your body language. How to read non-verbal signals from others and send out the right ones -- 5 Memory magic. The impact of good recall and simple tips to improve your memory -- 6 Make words work for you - the power of psycholinguistics. Success can depend on saying the right thing at the right time -- 7 Telephone telepathy. Learn to use the telephone to your best advantage and read situations better -- 8 Negotiating for mutual benefit. Understand the psychology involved, to achieve the best possible result -- 9 'Difficult' people (and their behaviour). Who are they? -- 10 The personality spectrum. How to identify successfully and deal with different 'types' -- Appendix: Coffee break answers -- Afterword -- Index.
Sommario/riassunto	It pays to be persuasive. From senior managers to new-starters in business; at home, in the office and in the boardroom the ability to confidently motivate, influence and convince others offers a competitive edge that can really set you apart and help you get what you want. Learn the power of words; how to be an effective listener; how to develop and enhance your memory; how to control the attention of others and how to read body language and other non-verbal signs.

Persuasion will boost your persuasive and intuitive skills to amazing new levels and will help you achieve more in every area of your life.