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| Autore                  | Mortensen Kurt W                                                                                                                                                                                                                                                                                                                                                                                       |
| Titolo                  | Maximum influence [[electronic resource] ] : the 12 universal laws of power persuasion / / Kurt W. Mortensen                                                                                                                                                                                                                                                                                           |
| Pubbl/distr/stampa      | New York, : American Management Association, c2004                                                                                                                                                                                                                                                                                                                                                     |
| ISBN                    | 0-8144-2804-5                                                                                                                                                                                                                                                                                                                                                                                          |
| Edizione                | [1st ed.]                                                                                                                                                                                                                                                                                                                                                                                              |
| Descrizione fisica      | 1 online resource (253 p.)                                                                                                                                                                                                                                                                                                                                                                             |
| Disciplina              | 153.8/52                                                                                                                                                                                                                                                                                                                                                                                               |
| Soggetti                | Persuasion (Psychology)<br>Influence (Psychology)<br>Success - Psychological aspects                                                                                                                                                                                                                                                                                                                   |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                     |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                             |
| Note generali           | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                        |
| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                         |
| Nota di contenuto       | Introduction -- The power of persuasion -- The 12 universal laws of power persuasion -- Law of dissonance -- Law of obligation -- Law of connectivity -- Law of social validation -- Law of scarcity -- Law of verbal packaging -- Law of contrast -- Law of expectations -- Law of involvement -- Law of esteem -- Law of association -- Law of balance -- Your pre-persuasion checklist -- Epilogue. |
| Sommario/riassunto      | ""The most complete work on persuasion and influence I have ever read."" -- Robert G. Allen, author, ""Nothing Down"" and ""Multiple Streams of Income""                                                                                                                                                                                                                                               |