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Titolo	Persuasion IQ : the 10 skills you need to get exactly what you want // Kurt W. Mortensen
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Edizione	[1st edition]
Descrizione fisica	1 online resource (336 p.)
Disciplina	651.7
Soggetti	Business communication Persuasion (Psychology) Influence (Psychology) Success - Psychological aspects Success in business
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 299-311) and index.
Nota di contenuto	What is your persuasion IQ? The new rules of success and wealth -- Persuasion resistance: ten common obstacles that limit your persuasion success -- PQ skill #1: Mental programming of top persuaders -- PQ skill #2: Understanding how your audience thinks -- PQ skill #3: Instant rapport and social synchronization -- PQ skill #4: Establishing automatic trust -- PQ skill #5: Command attention with power and authority -- PQ skill #6: The ability to influence other people -- PQ skill #7: How to motivate yourself and others every time -- PQ skill #8: Advanced presentation and communication skills -- PQ skill #9: Preplanned anticipation: the secret formulas of the pros -- PQ skill #10: Self-mastery and personal development -- Final thoughts: time to capture your greatness.
Sommario/riassunto	Are you a persuasion expert? Or do you need to boost your Persuasion I.Q.? This book gives you the skills you need to become a master

persuader... and achieve anything your heart desires.
