

1. Record Nr.	UNINA9910973937803321
Autore	Axelrod Alan <1952->
Titolo	Getting your way every day : mastering the lost art of pure persuasion / / Alan Axelrod
Pubbl/distr/stampa	Washington, D.C., : AMACOM, 2007
ISBN	1-281-12841-4 9786611128418 0-8144-2975-0
Edizione	[1st ed.]
Descrizione fisica	293 p
Disciplina	153.8/52
Soggetti	Persuasion (Psychology) Rhetoric Influence (Psychology) Business communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Get ready to win -- Profit from ancient wisdom -- Look for an argument -- Lay it all out -- Be reasonable -- Be ethical, be emotional -- Stay out of the palace of fallacy -- Welcome to the house of style -- Go beyond words -- Make your case and get your way -- Talk yourself into the job you want -- Move your boss -- Inspire your staff -- Motivate your colleagues -- Win your customers -- Satisfy your customers -- Convince your customers -- Deal with your vendors -- Close with your investors and lenders -- Commemorate and celebrate -- Epilogue - when rhetoric hits the speed of light.
Sommario/riassunto	This book contains hundreds of real-world examples to use as models for successful persuasion. It features extensive sections on constructing as well as delivering persuasive arguments. It combines verbal and non-verbal (body language) persuasion techniques. It offers a comprehensive presentation of classical rhetoric - but thoroughly adapted to the needs of the 21st Century reader.