

《How To Persuade And Influence People - Powerful Techniques To Get Your Own Way More Often9780857080424》

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编辑推荐

‘ I liked the tone and pace of the book, and enjoyed reading it...this was an excellent, thorough book, that gave me a lot of food for thought'. (The Bookbagh.co.uk, October, 2010).

‘ ...Hesketh's anecdotes give the book a personal edge not normally found in this type of material.' (B2B Marketing, January 2011).

内容简介

Wouldn't it be great if you could always get people to see things your way? Now you can. You won't go far in business if you can't bring people round to your way of thinking. Some people find it easy; the rest of us just need a little help. How to Persuade and Influence People reveals some of the most powerful influencing and persuasion techniques known to man. This enhanced second edition contains new tools, new research, new case studies and plenty of practical exercises to help you:

Find the perfect way to win people over

Become an amazing negotiator

Overcome objections

Appreciate and understand the other person's standpoint

Understand why people buy what they buy

[显示全部信息](#)

目录

Part 1 The Starting Point — People, Beliefs and Relationships.

1 — Daring to Begin.

2 — The Role of the Subconscious in Influence.

3 — How to be More Liked by More People.

4 — How to Remember People's Names.

5 – How to Develop Good Relationships.

Part 2 Persuasion and Influence.

6 – The Five Keys to Persuasion and Influence.

7 – How to Create Genuine Empathy.

8 – Asking Questions and Accepting the Answers.

9 – Understanding Implications and Influence.

10 – Thinking Long Term and Getting Your Own Way.

11 – The Importance of Preparation in Influencing.

12 – Different Strokes for Different Folks.

1 – Daring to Begin.

3 – How to be More Liked by More People.

5 – How to Develop Good Relationships.

6 – The Five Keys to Persuasion and Influence.

8 – Asking Questions and Accepting the Answers.

10 – Thinking Long Term and Getting Your Own Way.

12 – Different Strokes for Different Folks.

13 – Techniques to Handle All Objections.

15 – The Final Four Steps to Negotiation.

18 – Rarity.

20 – Authority.

22 – Obligation.

24 – Social Pressure.

26 – Putting the Reasons Together.

27 – How to Get People to Remember What You Have Said.

29 – How to be a More Effective Communicator.

30 – The Seven Things that Really Matter in Relationships.

32 – Motivation.

34 – Influence, Persuasion and the Purpose of Life.

Philip's Desiderata.

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