

# 《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

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Philip's Desiderata.

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