

《LIKEABILITY FACTOR, THE (ISBN=9781400080502)》

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From Publishers Weekly

Sanders's message in this follow-up to his bestselling *Love Is the Killer App* isn't exactly a revelation: people who are well liked are more apt to get what they want out of life than those who are disliked. However, Sanders does offer a valuable look at the four personality traits he says contribute to a person's likability—namely, friendliness, relevance (do you connect on interests or needs?), empathy and "realness" (genuineness or authenticity). Sanders, a Yahoo! leadership coach, is able to deconstruct complex subjects such as personality traits, and the book's value is in guiding readers toward understanding that likability isn't an accident of birth but a skill that can be learned (exercises are included). No doubt every reader knows someone they'd like to give this book to, and perhaps people who suspect their own L-factor is low will find their way to it, too.

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Review “ Conventional wisdom insists that it ’ s more important to be respected than liked. In this book Tim Sanders challenges that notion and reveals the awesome power of likeability. He shows us that if we want to garner support from our associates, earn the loyalty of our employees, lead our followers to a better future, be healthy, and finally achieve our life ’ s dreams, we must first be liked. In this important and necessary book, Sanders tells us why our likeability is the foundation of our success, and shows us how we can increase our own. ” —Marcus Buckingham, author of *First, Break All the Rules* and *The One Thing You Need to Know*. . .

“ Tim Sanders provides an insightful look at how developing likeability can allow you to influence others and be more successful. The Likeability Factor should be a part of everyone ’ s success library. It is a fast-paced, readable book. Grab a copy to use on your success journey! ” —Peter Handal, CEO, Dale Carnegie & Associates Inc.

Review “ Mr. Sanders is on to something here. ” —New York Times

“ An intriguing book that will teach you about the four building blocks of likeability. ” —Dallas Morning News

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内容简介

From the bestselling author of *Love Is the Killer App*

You can win life ' s popularity contests

The choices other people make about you determine your health, wealth, and happiness. And decades of research prove that people choose who they like. They vote for them, buy from them, marry them, and spend precious time with them. The good news is that you can arm yourself for the contest and win life ' s battles for preference. How? By raising your likeability factor.

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作者简介

Tim Sanders is the author of the New York Times and international bestseller . He is a frequent guest on radio and television programs around the country and is an irrepresible advocate for good values in the business world. He lives in northern California.

媒体评论

“ Mr. Sanders is on to something here. ” —New York Times

“ This book will enrich your life, and more important, the lives of those you touch. ” —Anthony Robbins, author of *Awaken the Giant Within* and *Unlimited Power*

“ An intriguing book that will teach you about the four building blocks of likeability. ” —Dallas Morning News

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