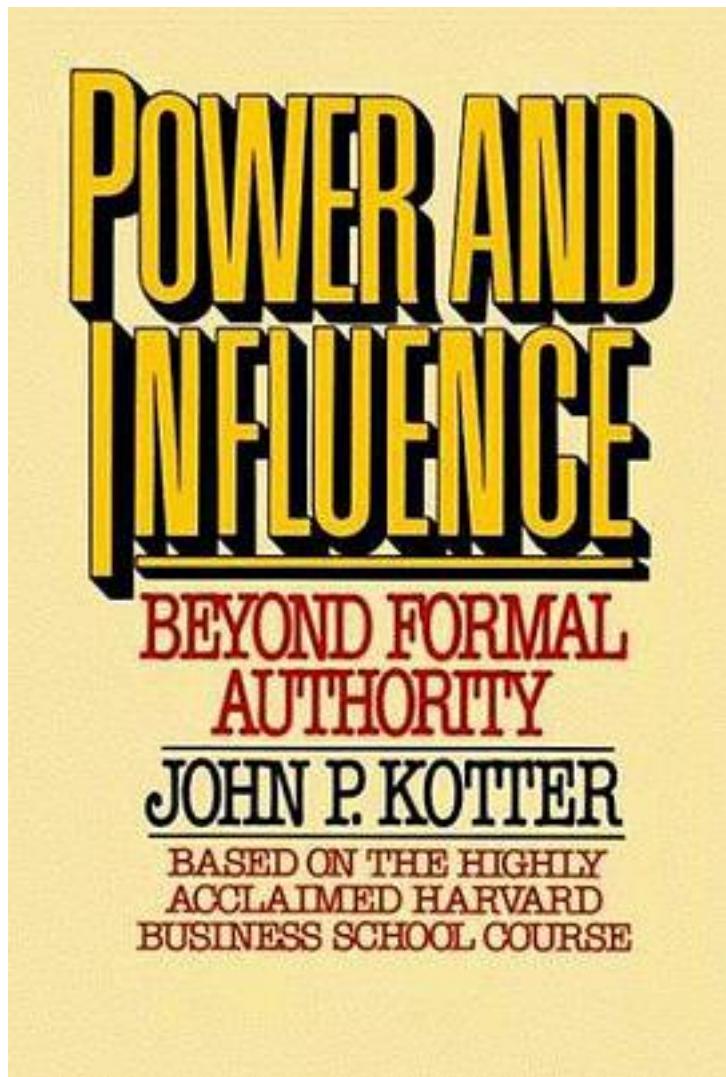


# Power and Influence



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出版者:McGraw-Hill

出版时间:2007-7

装帧:Hardcover

isbn:9780071489768

在线阅读本书

Your future is at risk. All the old rules of power and influence have changed. To succeed you need to understand and embrace the new rules. Technology and the era of globalization have revolutionized the ways to build, keep, and assure success. To cope with these changes, adapt, and accomplish your goals, you not only must gain power, but apply it with wisdom. In *Power and Influence: The Rules Have Changed*, master power broker and communications maestro Robert Dilenschneider arms you with the intellectual, technical, and moral weapons-the power tools that you need to get ahead and stay ahead in this increasingly competitive world. He reveals how by acquiring the power and influence you seek and wielding it in a techno-savvy, ethical manner, you can not only advance your personal interests, but also shape a more prosperous future for society at large. Drawing upon the lessons he learned from his own adaptation to the digital age as well as knowledge gleaned from 1,000 drivers of change in all fields of business, Dilenschneider distills this hard-won experience into ten universal principles for success in a technology-driven volatile economy. This book also includes anecdotes and insights that further illustrate ways you can acquire and amplify your power. You'll read about well-known visionaries the author has encountered during his illustrious career, as well as everyday people, whose prior know-how and good sense enabled them to succeed. Most people don't understand power, let alone how to use it effectively. Reading *Power and Influence: The Rules Have Changed* will ensure that you live up to your professional potential, meet the demands of today's warp-speed world, and achieve personal happiness.

作者介绍:

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