

# Persuasion



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著者:Tom Gorman

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To get what you want - be it in business or life - you've got to get people to give it to you. While objectives can be reached by intimidation, manipulation, and seduction, such tactics won't win allies for the long haul. In the real world, cooperation is necessary to achieve goals quickly, successfully, and profitably. "Persuasion" outlines the process of persuasion and, most importantly, how to apply it. The reader will find answers to the questions they really need to know to apply the skill of persuasion to their business and life including: how much about a plan or project should be

revealed? How can someone's true level of interest be determined? How can you learn about other's needs - and talk about yours - in a situation? In today's business world, education, intelligence, hard work alone won't deliver a win or ensure its long-term success. The ability to persuade is the great differentiator. "Persuasion" teaches the tools needed to seal the deal.

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