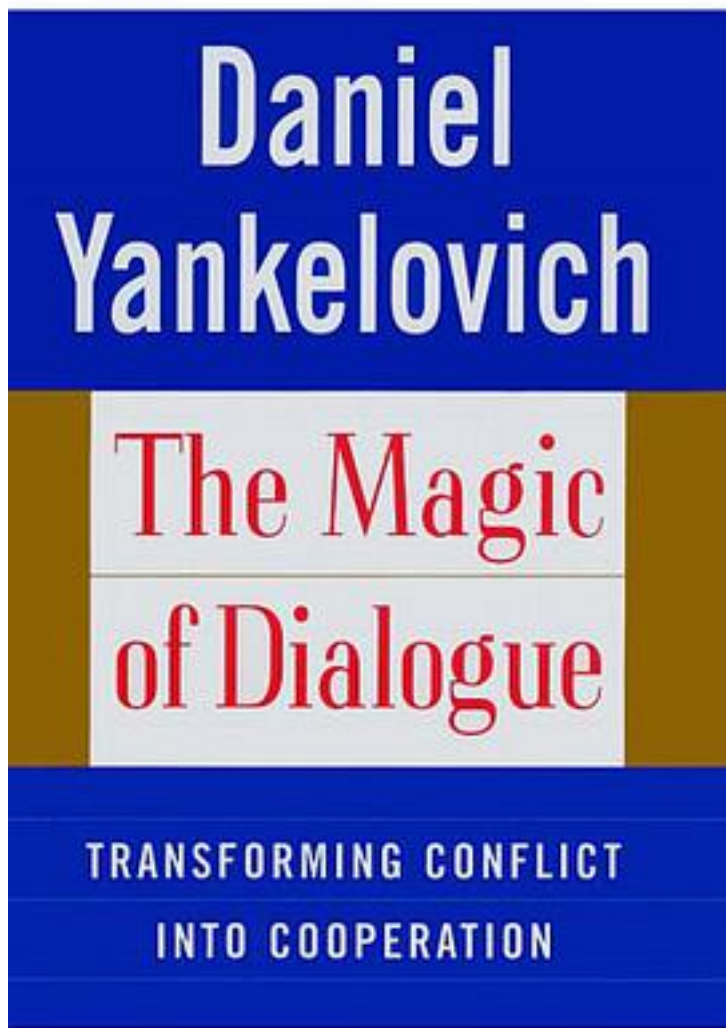


The Magic of Dialogue



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著者:Daniel Yankelovich

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In this groundbreaking work, famed social scientist and world-famous public opinion expert Daniel Yankelovich reinvents the ancient art of dialogue. Successful managers have always known how to make decisions and mobilize coworkers. But as our businesses continue to expand, conversations and discussions just aren't enough to bring people and their different agendas together anymore. Dialogue, when properly practiced, will align people with a shared vision, and help them realize their full potential as individuals and as a team. Drawing on decades of research and using real life examples, "The Magic of Dialogue" outlines specific strategies for maneuvering in a wide range of situations and teaches managers, leaders, business people, and other professionals how to succeed in the new global economy, where more players participate in decision-making than ever before.

作者介绍:

(美) 丹尼尔·扬克洛维奇

杰出的社会观察家和对话力实践者，擅长解读美国社会与全球经济重大趋势。在许多大型企业、政府机关、大学与社区担任顾问，经常站在探讨公共议题的最前线。

全球知名的民意调查专家，在《纽约时报》中引入了“扬克洛维奇民意调查”（Yankelovich Poll）。Viewpoint Learning公司创始人，该公司旨在指导组织如何运用对话促进新的领导形态。

曾荣获世界民意研究学会(WAPOR)颁发的“迪纳曼奖”（Dinerman Award），被《公共周刊》评选为“20世纪公共事务、公共关系领域最具影响力的10大人物”，还因在营销领域的开创性贡献荣获“查尔斯·库利奇·帕林奖”（Charles Coolidge Parlin Award）。

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标签

评论

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书评

2016年3月就入手本书了，一直没太看得进去。上周见到一位咨询行业的前辈刘大师，他分分析了本书的要点，两三句话把问题就点透了，大师说：“双方在平等、有共识的基础上，才有可能针对一件事有深入和到位的沟通——这就是对话力这本书的核心。”回家之后当天看完，还是有收获。...

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