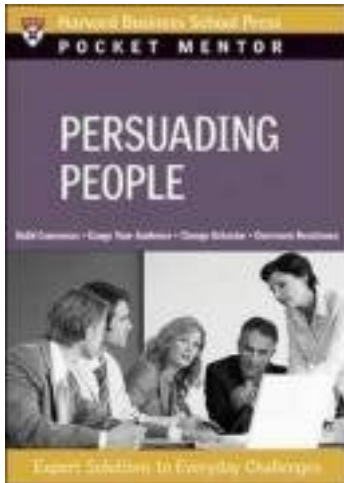


Persuading People



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出版者:Harvard Business School Press

出版时间:2008-4

装帧:Paperback

isbn:9781422122730

在线阅读本书

Persuasive people generate real value for their companies by turning ideas into action. But persuasion isn't easy: It takes practice, patience, and psychological savvy. That's where this new volume comes in--by enabling you to:

- Build your credibility
- Adapt your pitch to your audience
- Win your listeners' minds and hearts
- Overcome resistance to your proposals
- Leverage the forces that move people to embrace new ideas

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