

Generating Buy-In



GENERATING BUY-IN

MASTERING THE
LANGUAGE OF LEADERSHIP

FOREWORD BY WILLIAM URY,
COAUTHOR OF *Getting to Yes*

MARK S. WALTON

CNN's Former Chief White House Correspondent
Copyright © 2006

[Generating Buy-In_下载链接1](#)

著者:Walton, Mark S.

出版者:

出版时间:2006-2

装帧:

isbn:9780814409053

"The power not just to persuade, but to inspire. ""Anyone interested in influencing fellow human beings can benefit from this book's wise and practical advice. It's a keeper "" --William Ury, Harvard Law School, Coauthor of the best-selling Getting to Yes The ability to influence people's thoughts and feelings, to generate their buy-in, has emerged as the paramount leadership skill. The strongest leaders are those who create a positive vision of the future, paint a ""big picture"" that generates action by tapping into people's emotions, ask for a commitment, and inspire their listeners to take steps toward the goal. Generating Buy-In: Mastering the Language of Leadership will help you master the powerful language that breeds such a commitment. Through real-world case studies and exclusive interviews, Generating Buy-In imparts a revolutionary yet practical approach to: * Crafting a strategic story that projects a positive future to your audience * Speaking the language of buy-in with images that mold powerful thoughts and emotions in your listeners * Putting the language to work in service of your goal -- whether the goal is to raise sales, inspire a work force, or win a Presidential election. ""This book unlocks secrets top leaders have applied through the ages. Instinctively you know that Mark Walton has hit the bulls-eye, because it feels right in your heart and your gut. Wonderfully simple and effective "" -- Ron Kirkpatrick, National Manager, Toyota Motor Sales, USA Complete with examples, practical exercises, sample business scenarios, and a foreword by William Ury, coauthor of the best-selling Getting to Yes, Generating Buy-In is an indispensable resource for leading and succeeding in today's fiercely competitive world "

作者介绍:

目录:

[Generating Buy-In 下载链接1](#)

标签

评论

[Generating Buy-In 下载链接1](#)

书评

[Generating Buy-In 下载链接1](#)