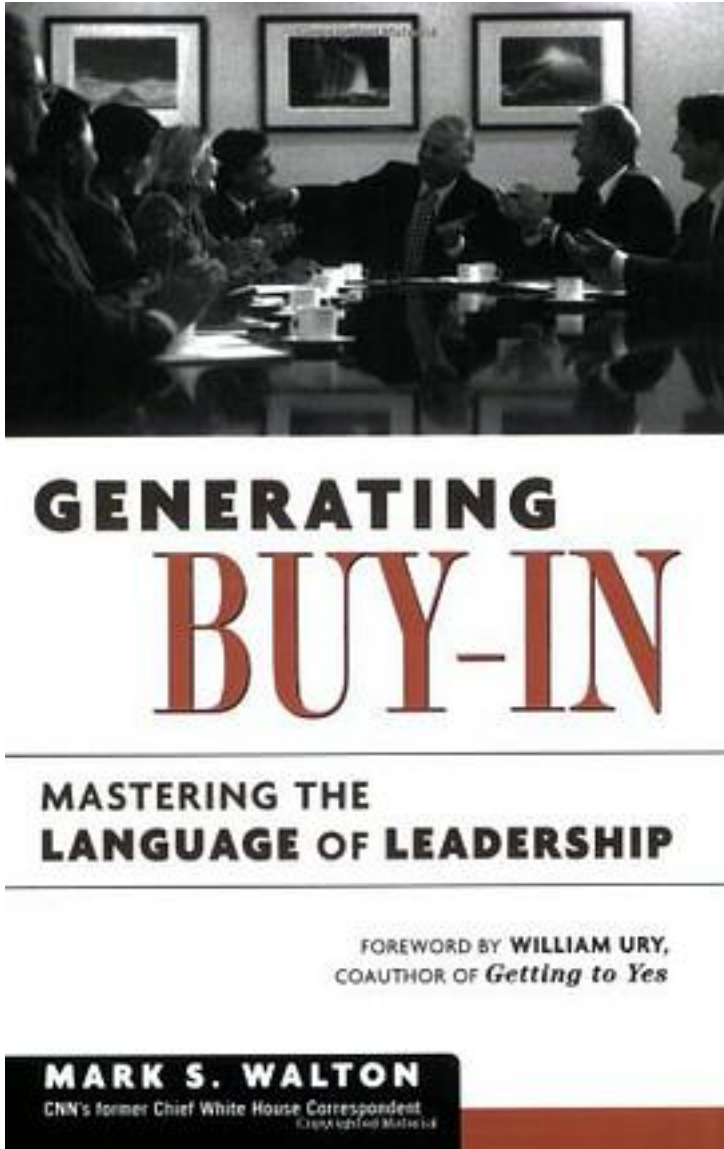


Generating Buy-In



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"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 "

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