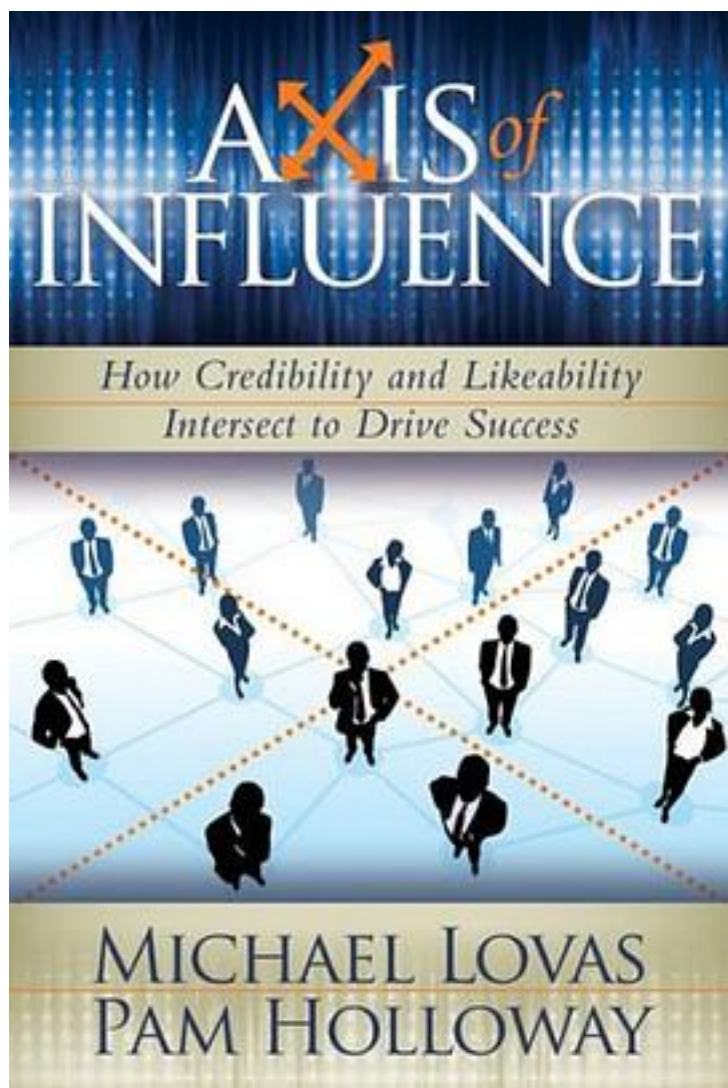


Axis of Influence



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Why do people like you or trust you? Why do they hire you or follow you? This book shows you that it's all in your Likeability and Credibility. Lovas and Holloway explore and expose these qualities and show you how to systematically improve both. If you want to improve your results with people, you need to understand how they perceive you. That's where Likeability and Credibility become vital to you. This is a must-read for every professional interested in achieving greater success Michael Lovas and Pam Holloway are authors of several popular programs and books including Face Values, How to read people and connect with them in less than three minutes. Find their other fascinating resources at: www.aboutpeople.com

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