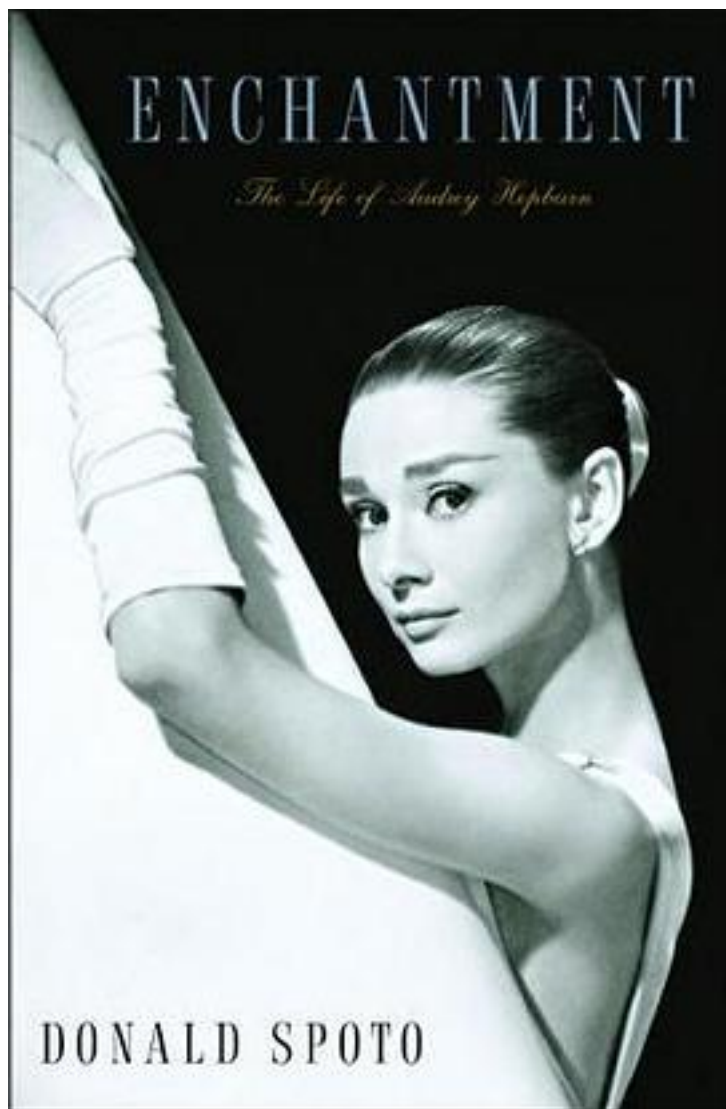


# Enchantment



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著者:Guy Kawasaki

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The author of the international bestseller *The Art of the Start* offers a new perspective on the art of influence.

Guy Kawasaki's acclaimed books have established him as the entrepreneur's entrepreneur, and in *The Art of the Start* he wrote the essential contemporary guide for starting any new enterprise. Now Kawasaki turns to the mystery of influence and offers a compelling new take on this key force that drives any successful business or personal interaction.

*Enchantment's* fundamental message is that in any transaction the goal is not to get your own way, but to bring about a voluntary, enduring, and delightful change of heart in other people, by working with and through them and enlisting their own goals and desires. It's enchantment that enables us to maneuver through difficult decisions, break people's entrenched habits, defy the wisdom of crowds, and get colleagues to work for long-term goals.

Kawasaki's advice includes:

- How to Achieve Rapport, Credibility, and Trust
- How to Help People Enchant Themselves
- How to Overcome Resistance
- How to Enchant Your Employees...and Your Boss
- How to Resist Enchantment

Anchored by his road-tested wisdom and inimitable wit, *Enchantment* is another classic from one of the most respected voices in business today.

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*Enchantment: The Art of Changing Hearts, Minds, and Actions* is Guy Kawasaki's tenth book. In it, he explains how to influence what people will do while maintaining the highest standards of ethics.

The book explains when and why enchantment is necessary and then the pillars of enchantment: likeability, trustworthiness, and a great cause.

The next topics are launching, overcoming resistance, making enchantment endure, and using technology. There are even special chapters dedicated to enchanting your employees and your boss.

Finally, because there are times you may want to resist enchantment, there's even a chapter about how to do this too.

If you want to change the world — or even part of the world, this book is for you.

作者介绍:

Guy Kawasaki is the cofounder of Alltop.com, an "online magazine rack" of popular topics on the web and a founding partner of Garage Technology Ventures. Previously,

he was an Apple Fellow at Apple Computer, Inc. Guy is the author of nine books including Reality Check, The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream, and The Macintosh Way. He has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

目录: Chapter 1: Why Enchantment  
Chapter 2: How to Achieve Likeability  
Chapter 3: How to Achieve Trustworthiness  
Chapter 4: How to Prepare  
Chapter 5: How to Launch  
Chapter 6: How to Overcome Resistance  
Chapter 7: How to Make Enchantment Endure  
Chapter 8: How to Use Push Technology  
Chapter 9: How to Use Pull Technology  
Chapter 10: How to Enchant Your Employees  
Chapter 11: How to Enchant Your Boss  
Chapter 12: How to Resist Enchantment  
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## 评论

Guy Kawasaki写书一向非常擅于扯，这本稍微不那么扯一点。How to enchant people一直是我感兴趣的话题，看这书等于把他去年在斯坦福的演讲回顾一遍。

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好像从前读过很多influence类书籍的笔记摘抄。新例子基本没有。对我来说，是个精练概括，温习一下也不错。

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翻译中，春节后推出。这是一本读完让你无所不能的书

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有点虚，像个搞销售的书。

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有一些值得借鉴 偏快速扫完

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Enchantment is a key success to life.

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