



Persuasion Equation: The Subtle Science of Getting Your Way

Mark Rodgers

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How do you get people to see things your way? Whether you're trying to secure a promotion, make a sale, or rally support for a new idea, the ability to persuade those around you is absolutely essential to success.

Merging research and real-world application, this insightful guide reveals what really drives decisions and introduces readers to the persuasion equation—a powerful combination of factors proven to speed agreement. Readers will discover the surprising reasons people say "yes" and learn how to:

- Radiate an aura of expertise
- Win trust and leverage credibility
- Build a business case that appeals to both heart and mind
- Adapt for personality, gender, and generational differences
- Use language strategically
- Perfect the five-step persuasion process
- Generate group buy-in
- Master organizational politics
- And more

From crafting compelling emails to convincing a colleague to nailing the big presentation, *Persuasion Equation* is your personal recipe for success.

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Spent a free time for you to be fun activity to complete! A lot of people spent their spare time with their family, or their particular friends. Usually they undertaking activity like watching television, likely to beach, or picnic from the park. They actually doing ditto every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Might be reading a book is usually option to fill your totally free time/ holiday. The first thing you will ask may be what kinds of book that you should read. If you want to try look for book, may be the e-book untitled Persuasion Equation: The Subtle Science of Getting Your Way can be good book to read. May be it may be best activity to you.

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A lot of people always spent their free time to vacation or maybe go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent they free time just watching TV, or perhaps playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read some sort of book. It is really fun for you personally. If you enjoy the book that you simply read you can spent all day long to reading a guide. The book Persuasion Equation: The Subtle Science of Getting Your Way it is quite good to read. There are a lot of those who recommended this book. These were enjoying reading this book. Should you did not have enough space to develop this book you can buy the particular e-book. You can m0ore quickly to read this book from your smart phone. The price is not too expensive but this book has high quality.

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