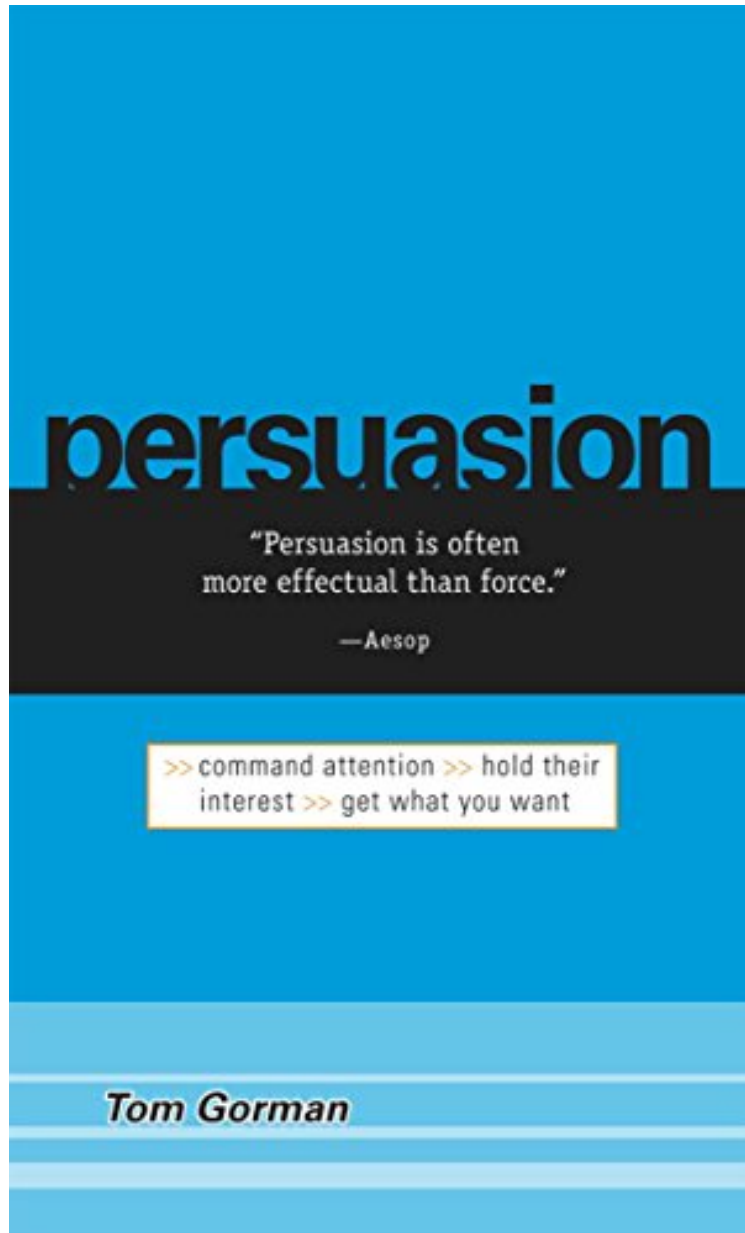


Persuasion: Command Attention / Hold Their Interest / Get What You Want

Tom Gorman

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0 of 0 people found the following review helpful. Five StarsBy Razeen Abdulla simple, plain, concise. 2 of 2 people found the following review helpful. An amazing little book on persuading people to your way of thinkingBy Susanna Hutcheson I was surprised at how much good information is in this little book. I'm also surprised it apparently isn't especially popular. The author takes you through each step of persuasion. He tells you how to change the balance of power. If, for example, you're in the powerless position of needing the other person more than the other person needs you, the author tells you how to turn the tables. There are lots of books on persuasion. Some are very good. Some not so much. I've read a ton of them. I find this book a great addition to my library and will more than likely set on my desk for future reference. Highly recommended.- Susanna K. Hutcheson

Win over colleagues, customers, and clients! To get what you want--be it in business or life--you've got to get people to give it to you. While you can use intimidation, manipulation, and seduction to achieve your objectives, such tactics won't win allies for the long haul. Persuasion outlines the process of influencing others and, most importantly, how to apply it. Inside you'll find answers to questions such as: How much should I reveal about a plan or project? How can I determine someone's true level of interest? How can I discern another's needs--and talk about my own--in a business situation? In today's business world, education, intelligence, and hard work alone won't deliver a win. The ability to persuade is the great differentiator and Persuasion gives the tools needed to seal the deal.

About the Author Tom Gorman has written or collaborated on more than 15 business books and his articles have appeared in Business Marketing magazine and The New York Sunday Times. He holds an M.B.A. from New York University's Stern School of Business. Prior to becoming a full-time author, he worked in Fortune 500 companies and smaller businesses as a banker, manager of product development, executive recruiter, and marketing consultant. He lives in Boston, MA.