



Persuasion: The Art of Influencing People

James Borg

Download now

Read Online 

Persuasion: The Art of Influencing People

James Borg

Persuasion: The Art of Influencing People James Borg

We all rely heavily on our persuasive powers every day - whether you are trying to get people to agree with you, influencing others to make a decision, asking for something, or attempting to bring about a change in behaviour or attitude in others, and how success you are depends on how persuasive you are. Success in persuasion is down to a combination of self-assessment and situational assessment - being aware of what's going on inside you and happening around you. Persuasion exposes the set of golden behavioural rules that will boost your persuasive powers and get a positive result for you with increased regularity. Broken down into interactive tests, example dialogues, coffee break summaries and general facts, in this book you will discover how to: *Read body language*Know how you are coming across to others*Get people interested in what you are saying*Choose the right words in any situation*Be confident and persuasive on the telephone*Be a good listener*Negotiate successfully to get results*Identify, understand and deal with different peoples' personalities*Influence peoples' decisions*Improve your memory and then use it as a persuasive tool to ensure you use your natural skills for the ultimate competitive advantage at work and in life.

Persuasion: The Art of Influencing People Details

Date : Published March 1st 2008 by Pearson Prentice Hall

ISBN : 9780273712992

Author : James Borg

Format : Paperback 267 pages

Genre : Psychology, Nonfiction, Self Help, Business, Management

 [Download Persuasion: The Art of Influencing People ...pdf](#)

 [Read Online Persuasion: The Art of Influencing People ...pdf](#)

Download and Read Free Online Persuasion: The Art of Influencing People James Borg

From Reader Review Persuasion: The Art of Influencing People for online ebook

Eman Abdulaziz says

Some of the book content is really rich and insightful; and it has a clear understanding of what make/how/why people tick, emphasizing that empathy is a key factor when it comes to persuasion. Besides that; it provides you with invaluable points on mind-reading and tackling difficult personalities. However; large part of the book is hardly new or useful to those who have higher than average interpersonal skills.

In sum, according to the author, good persuasion skills lie in; identifying and understanding the feelings of a person, determining his/her personality type, utilizing the best communication method that is compatible with him/her, and adopting the most appropriate negotiating skills.

Lucinda says

It is easy to follow and draws from peer-reviewed literature and dominant theories in the field. However, it is very simplistic. This book is really targeting the general public, so if you have no prior knowledge of psychology and are looking for a quick read, then it will suit you. If, like me, you do have prior knowledge of psychological theory then it will feel a bit condescending and you won't really gain much from reading it.

David Menzies says

I bought this while I was at an airport in Scotland. I really liked how it was laid out, and also how the diagrams related to the text on the page. The information was to the point and all very informative.

I would recommend this book for someone who is looking for a broad overview of the basic psychology behind standard interpersonal relationships.

AdaCakes says

I found this book to be slightly dry in the beginning, and therefore slogged through the first couple of chapters. It picked up nicely soon after, though. And when I began to put what I was learning into practice...WHOA. These things actually work. I didn't even use all of them or put in an insane amount of effort. I just made a conscious decision to make 5 little changes to the conversations I was having with others (ex. relaxing my posture, using their name, eye contact, pleasant tone of voice, and making statements to show that I have thought about where they're coming from and how they're feeling--mostly saying that I am aware of how busy they are or how frustrating a situation may be for them-- and THIS ONE has been the most helpful. I can't even believe how much more receptive people are to me). Instead of approaching an issue like I have a problem with the other person, I now approach it as though we are on the same team trying to find a win-win solution to the detached problem. The results have been astounding! I can't wait to

keep improving and practicing. I'd eventually like to make these skills second nature. I highly recommend for literally everyone.

John Timothy says

A good book, and what i have understood the most is that it teaches us more on self. After self you would know how to deal with others. It contains Important things to watch out for when dealing with people. Very subtle and not a means of manipulation but a way to get others to see your point of view in a fair and nice manner. You should read it too for self improvement.

Max says

???? ??, ????? ? ???? ?????? ??? ? ???? ???? ? ???? ???? , ?? ????? ???? ?? ???????
????????? ? ???? ???? , ?? ?????, ????? ???? ???? ?????, ????? ?????? ?? ? ? ? ? ?
???? ????? ? ???? ???? ???? ? ? ? ? ? ? ? ?

????? ???? ? ???? ? ? ???? ???? ???? ???? , ????? ???? , ??????? ???? ???? ???? , ?????
???? , ????? ????? , ??? ???? ???? ?

Rustam Aliyev says

This book can help you at initial steps towards building your career. While most of ideas and statements are basic, one might grab couple of advices like importance of names or listening skills enhancement. I also liked an example problem about hotel boy quite interesting.

Mark Cheverton says

Nothing new, just a recap of stuff you are probably already aware of such as active listening. It's a good reminder of what you should be doing when you interact with others, and it certainly focussed my attention and made me think about how I was dealing with people. But overall it is just the same rehashed self-help stuff seen many times before.

Abdurrahman AlQahtani says

An okay book, but that i wouldn't buy/read if I knew it before!
I feel some disconnection in the topics and not a single time some loose ends. What annoyed me big time is how easy it's i get lost in the thread of ideas, and i guess it has something to do with the writer style.

Mel says

All of the ideas in this book could be better condensed into 100 pages or less. I found his numerous examples boring, which is ironic for a book that purports to be the go to on persuasion skills. The quiz didn't have related answers at the back, so I abandoned that. The summary at the end of each chapter was another boring and unnecessary bit of filler. The book taught me a few things, but it lacked order and interest. (Why wasn't Aristotle's art of persuasion explored more? That would have been interesting, but it was raised and dropped.)

Jack Chu says

It was similar to other negotiating books that you can find elsewhere but the concept is there.

Zvonimir says

This book will not teach you to be the master of persuasion; rather, it will present you certain things to notice while communicating with partners and co-workers so you can recognize feelings and intents that people you talk to don't verbally tell you. I liked it because it largely succeeds small course about business communication which I attended.

Overall, it is a nice and simple book!

Marco Busi says

Reading this book will certainly do no harm - worst that can happen is you'll find an idea or two that you'll be able to put in practice and improve your persuasive skills. As such, I did not waste my time reading it and you won't either.

That having been said, I'll have to agree with some of the reviews here: I too have found the book rather basic and aimed at the very unexperienced reader wanting an intro to the subject. The two aspects I personally like the least are:

- 1) I think a book like this one would benefit from a much more in depth and cross- disciplinary review of seminal studies in psychology and behavioural science (and more) - although I appreciate that that would narrow the target audience significantly.

- 2) The sample dialogues used throughout the books seemed too fake to me, presenting an overly negative or positive scenario each time, both of which are hard to imagine in reality - although I appreciate that the author's aim here might be exactly to give the reader benchmarks at one or the other extreme.

The coffee breaks at the end of each chapter were good though: having to fill in the blanks definitely helped

me memorise some of the key points more easily than usual.

Saeed Nasser says

???? ???? ??? ????? ???? ???? ???? ?????? ?????? ???? ???? ???? ???? ???? ???? ???? ???? ???? ????.

Svarnyp says

Some good observations, but many superfluous or false assumptions tend to drag the books worth down. With a grain of salt can help you to learn something about persuasion, without it the book just leaves a nasty aftertaste.
