



How to Persuade and Influence People: Powerful Techniques to Get Your Own Way More Often

By Philip Hesketh

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Wouldn't it be great if you could always get people to see things your way? Now you can.

You won't go far in business if you can't bring people round to your way of thinking. Some people find it easy; the rest of us just need a little help. **How to Persuade and Influence People** reveals some of the most powerful influencing and persuasion techniques known to man. This enhanced second edition contains new tools, new research, new case studies and plenty of practical exercises to help you:

- Find the perfect way to win people over
- Become an amazing negotiator
- Overcome objections
- Appreciate and understand the other person's standpoint
- Understand why people buy what they buy
- Ensure people remember you and what you want
- Build long-term trust and credibility

Philip Hesketh is a full-time international business speaker on the psychology of persuasion. Thousands of people have benefited from his advice. In this book, he maps out countless simple and memorable persuasion techniques that can be applied to a whole range of life's challenges. It's up to you to use them.

How to Persuade and Influence People is a completely revised and updated edition of *Life's a Game So Fix The Odds*.

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Editorial Review

Review

I liked the tone and pace of the book, and enjoyed reading it this was an excellent, thorough book, that gave me a lot of food for thought . (The Bookbagh.co.uk, October, 2010). Hesketh s anecdotes give the book a personal edge not normally found in this type of material. (B2B Marketing, January 2011). ideal for anyone dealing with people at work, and particularly useful working in sales or customer service The Market

About the Author

No Bio

No Bio

Users Review

From reader reviews:

Charlotte Lee:

Reading a e-book tends to be new life style with this era globalization. With examining you can get a lot of information that may give you benefit in your life. With book everyone in this world can certainly share their idea. Textbooks can also inspire a lot of people. Lots of author can inspire their reader with their story or even their experience. Not only situation that share in the guides. But also they write about the ability about something that you need instance. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors on earth always try to improve their expertise in writing, they also doing some exploration before they write on their book. One of them is this How to Persuade and Influence People: Powerful Techniques to Get Your Own Way More Often.

Joan Munoz:

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