



The Psychology of Persuasion

By Kevin Hogan

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The Psychology of Persuasion By Kevin Hogan

How do you ethically direct others toward your point of view? Understanding precisely what they are thinking is the first step. Using techniques from hypnosis, neurolinguistic programming, the Bible, and the greatest salespeople in history, Kevin Hogan teaches you the skills of persuasion. This knowledge will empower you to improve loving relationships, get the best price on an automobile, save thousands on a home, and increase sales in dramatic fashion!

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Editorial Review

Review

The Psychology Of Persuasion: How To Persuade Others To Your Way Of Thinking will show how to ethically direct others toward your point of view. Author Kevin Hogan teaches the skills of persuasion drawn from techniques as diverse as hypnosis, neurolinguistics, the Bible, and successful salespeople throughout history. The Psychology Of Persuasion demonstrates how to construct persuasive messages. It teaches how to tell what the other person is thinking, why he thinks it, and how to change what he thinks. It covers persuasion from both points of view -- helping consumers to make better buys and salespeople to sell more. The Psychology Of Persuasion shares the most powerful tools, strategies and techniques used by political candidates, television ministers, and corporate leaders. The Psychology Of Persuasion is practical, sensible, workable, and totally accessible to the non-specialist general reader. -- *Midwest Book Review*

From the Inside Flap

25 years of experience in selling and persuasive communication research. Hogan holds a doctorate in psychology and resides in Burnsville, Minnesota, with his wife and two children.

Hogan is the author of *Talk Your Way to the Top: Communication Secrets to Change Your Life*; coauthor, with Mary Lee LaBay, of *Through the Open Door: Secrets of Self-Hypnosis*; coauthor, with William Horton, of *Selling Yourself to Others: The New Psychology of Sales*; and coauthor, with Ron Stubbs, of *Can't Get Through: Eight Barriers to Communication*, all available from Pelican.

From the Back Cover

The difference between the impotent conversationalist and the motivating communicator is the ability to persuade people to participate in win-win relationships. The Psychology of Persuasion shows you how to synthesize abilities you have already developed with leading-edge communication skills culled from a variety of disciplines.

Learn how to

oinfluence others to your way of thinking
oread the body language of other people
ocreate rapport instantly with almost anyone
opredict the behavior of other people with accuracy
odiscover what other people really want and need
ohelp others see you as the answer to their problems
oclose sales at three times your current ratio
odevelop charismatic power, making you a magnet for wonderful people

Kevin Hogan, Ph.D., D.C.H., has taught his unique skills of persuasion to employees of America's Fortune 500 companies. His specialized knowledge of hypnosis and neurolinguistics has helped him gain recognition as one of America's leading experts in the field of human influence. His companion book of the same title is also published by Pelican.

Users Review

From reader reviews:

Andrew Drake:

What do you with regards to book? It is not important with you? Or just adding material if you want something to explain what your own problem? How about your extra time? Or are you busy particular person? If you don't have spare time to perform others business, it is give you a sense of feeling bored faster. And you have time? What did you do? Every person has many questions above. They should answer that question because just their can do which. It said that about publication. Book is familiar in each person. Yes, it is suitable. Because start from on guardería until university need that The Psychology of Persuasion to read.

David Carson:

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Pamela Prince:

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Jeffrey Baptiste:

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