

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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The Psychology of Persuasion By Kevin Hogan Bibliography

- Sales Rank: #548342 in eBooks
- Published on: 2011-03-16
- Released on: 2011-03-16
- Format: Kindle eBook

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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 instandy 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:

Do you one of people who can't read satisfying if the sentence chained inside the straightway, hold on guys this particular aren't like that. This The Psychology of Persuasion book is readable through you who hate those straight word style. You will find the information here are arrange for enjoyable looking at experience without leaving also decrease the knowledge that want to give to you. The writer involving The Psychology of Persuasion content conveys prospect easily to understand by many people. The printed and e-book are not different in the written content but it just different as it. So , do you continue to thinking The Psychology of Persuasion is not loveable to be your top collection reading book?

Pamela Prince:

Do you have something that you prefer such as book? The reserve lovers usually prefer to opt for book like comic, brief story and the biggest some may be novel. Now, why not striving The Psychology of Persuasion that give your fun preference will be satisfied through reading this book. Reading practice all over the world can be said as the means for people to know world better then how they react in the direction of the world. It can't be said constantly that reading habit only for the geeky man but for all of you who wants to always be success person. So , for every you who want to start reading through as your good habit, you may pick The Psychology of Persuasion become your personal starter.

Jeffrey Baptiste:

What is your hobby? Have you heard in which question when you got learners? We believe that that concern was given by teacher to the students. Many kinds of hobby, Every individual has different hobby. Therefore you know that little person such as reading or as studying become their hobby. You have to know that reading is very important as well as book as to be the issue. Book is important thing to increase you knowledge, except your teacher or lecturer. You will find good news or update regarding something by book. Different categories of books that can you decide to try be your object. One of them is niagra The Psychology of Persuasion.

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