

<<The Art Of Woo - Usi>>

图书基本信息

书名：<<The Art Of Woo - Using Persuasion To Sell Your Ideas恳求的艺术>>

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内容概要

It's the ability to win people over to your ideas without coercion, using relationship-based, emotionally intelligent persuasion. It's the secret of success with colleagues, clients and customers. G. Richard Shell and Mario Moussa know what it takes to deal with difficult bosses and drive new initiatives through complex organizations. They have advised thousands of executives and have studied the greatest persuaders in history, from Abraham Lincoln to Bono. Their four-step process, called Woo, is a systematic, repeatable strategy for putting your ideas across. The Art of Woo shows you how Charles Lindbergh took himself from unknown mail pilot to international celebrity in less than a year. It explains how Nelson Mandela used Woo to win over the guards at his brutal prison, and reinvented a nation. And it demonstrates how business leaders from all walks of life use Woo every day to achieve their goals. Shell and Moussa offer a unique self-assessment to determine which persuasion role fits you best and how to make the most of your natural strengths. You may need Sun Tzu's The Art of War to defeat your enemies. But if you would prefer to win them over read The Art of Woo.

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