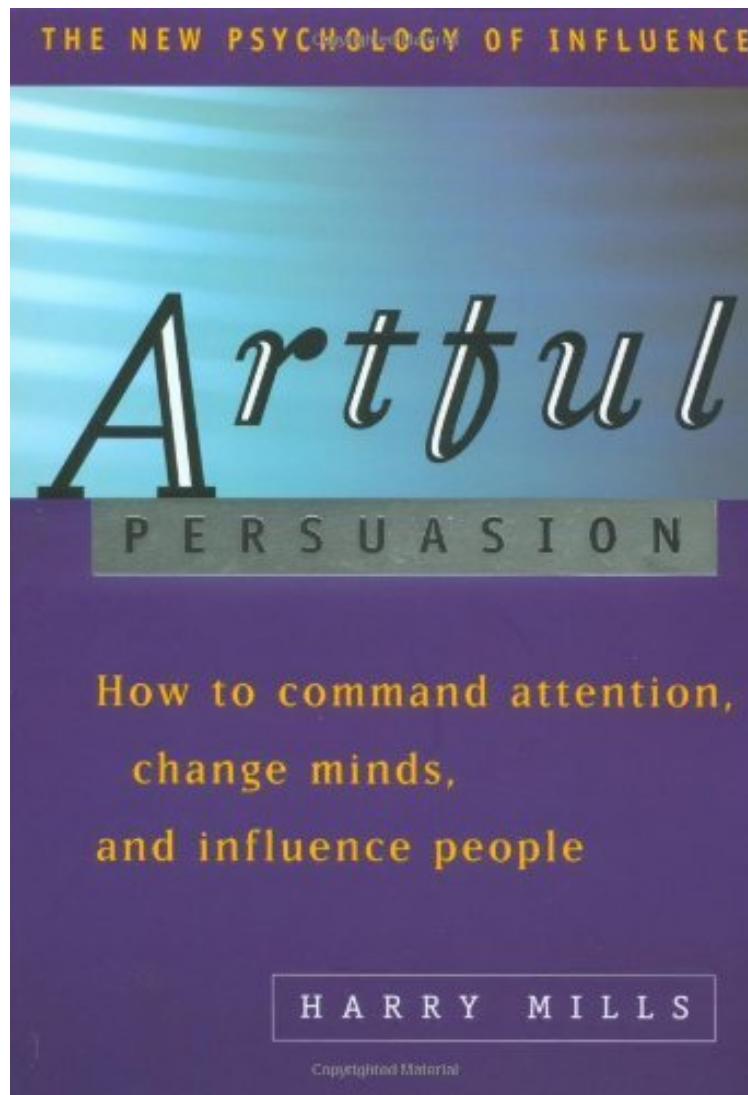


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## Artful Persuasion: How to Command Attention, Change Minds, and Influence People (The New Psychology of Influence)

Harry Mills

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**Harry Mills : Artful Persuasion: How to Command Attention, Change Minds, and Influence People (The New Psychology of Influence)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Artful Persuasion: How to Command Attention, Change Minds, and Influence People (The New Psychology of Influence):

3 of 4 people found the following review helpful. very good book By Maryland Gentleman This book is written in an authoritative tone and has some incredible insight into how people in the last century were able to influence the

masses. It brings up stories about Churchill, Roosevelt, the Clintons ect. Toward the last 50 pages it talks about more practical ways we can benefit in our own lives. The book is a great read and has lots of great insight. You can get some good tips about how to deal with your day to day life. Of course each of us has to decide which strategy works best for different situations. a book that I found very helpful and very practical is called " How to outnegotiate anyone including a car dealer". Artful persuasion is a great starter and there are other books out there no doubt that can add to your effectiveness and help you apply the techniques to your day to day life. ENJOY! 10 of 0 people found the following review helpful. The connector between persuasion and negotiation. By C. R. Lewis I have a lot of books about Sales, Persuasion and Negotiation. This book takes a lot of the concepts of those other books and combine them into this one book. It doesn't cover all of the ground on Salesmanship, but it does give you enough general information that makes it easier to apply the principles on Sales and Persuasion. I now know the difference between persuading someone to buy what I'm offering and negotiating (compromising) a deal that's good for both the seller and the buyer. Believe me, these principles are solid, factual, and they work! 4 of 6 people found the following review helpful. Needs more practical, immediately useable points By A Customer I was hoping for something with greater specifics on turning negative situations around. The title sounded more action oriented to me than the book actually was. This was a bit more philosophical and psychological. I am looking for practical solutions that I can apply now. The best I have found so far was "The Secret Handshake" I would like to find more books like that for real specifics of how you can prepare, plan and change an interaction. The only problem with "The Secret Handshake" was that it ended, just when you begin to feel empowered.

Fresh insights and practical guidelines peel away the mystery behind the elusive art of persuasion. There's really nothing mysterious about getting people to change their minds. No special, inborn gifts. No subliminal tricks. Instead, the best persuaders--advertisers, salespeople, politicians, spin doctors--depend on the fact that everyone responds to messages in just two ways: thoughtfully or mindlessly. And they know how to manipulate these two persuasion routes to make even the most doubtful say "yes." Jam-packed with fascinating case studies and surprising examples, this comprehensive, entertaining how-to guide puts the powerful tool of persuasion at anyone's disposal. It explains: \* How the master persuaders--the Churchills, Lincolns, and Roosevelts--create powerful, memorable messages that convince people of their arguments' logic and rightness \* How successful persuaders exploit the psychological triggers that cause people to subconsciously move from "no" to "yes."

About the Author Harry Mills (Lower Hutt, New Zealand) is the author of 22 books on sales, negotiation, and influence, including the bestselling *Negotiate: The Art of Winning*. He is also an active consultant whose international clients include IBM, PricewaterhouseCoopers, Toyota, Unilever, and Lexus.