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master the power of influence and persuasion to achieve more in work and life for business leaders and managers as well as those who work in sales the power of influence can be a potent advantage the ability to persuade others based on what you know about them is the first step to convincing someone to buy your product or buy into your business vision in the ultimate book of influence author chris helder a master of communication and one of australia's most sought after speakers on influence shares ten essential tools that will enable you to influence others so you win the sale or seal the deal the tools in this book will show you how to read body language uncover what's most important to a client convince others to take action understand the four essential types of people at your workplace and much more written by one of australia's most successful speakers on the art of influence includes ten powerful tools that allow you to understand what matters most to a client or colleague and use that knowledge to influence their actions and behaviors ideal for salespeople business leaders corporate executives and anyone who must regularly convince others to take action before you can truly influence people you need to learn how to communicate effectively the ultimate book of influence teaches you how to choose the right kind of communication technique for any situation so when you speak you know people are listening

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macmillan 2010 this book provides readers with the latest science on persuasion a must read professor cary l cooper cbe professor of psychology

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