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Real Influence Persuade Without Pushing

The key to real influence is understanding the point of view of the person you're trying to persuade. If for example, you're on a job interview, you need to talk about your attributes but only in the context of how it could help the company your engaging.

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"Real Influence is literally going to change your life. It will vastly improve all your interactions and relationships, both professionally and personally. This book is the 'secret sauce' to optimal influence—and an absolute must-read."

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Real Influence: Persuade Without Pushing and Gain Without Giving In by Mark Goulston and John Ullmen was chosen by Soundview Executive Book Summaries as one of the Top 30 Business Books of 2013. THE SOUNDVIEW REVIEW: Influence in the world of business has often been wielded like a club. It is a tool that is roughly crafted and swiftly swung.

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Real Influence: Persuade Without Pushing and Gain Without Giving In Hardcover - January 2, 2013 by Mark Goulston M.D. (Author), Dr. John Ullmen (Author), Keith Ferrazzi (Foreword) 4.3 out of 5 stars 66 ratings

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"Real Influence--Persuade Without Pushing and Gain Without Giving In," by Mark Coulston and John Ullmen (Amacom, 2013). The authors are both doctors--Mark Coulston is an M.D. and John Ullmen a Ph.D.--and this easy-to-read and enjoyable book is a prescription for success, a way to get your ideas in front of people who count--no easy thing, since, these days, much promotion and sales effort ...

Real Influence--Persuade Without Pushing and Gain Without ...
Real Influence: Persuade Without Pushing and Gain Without Giving In. People won't put up with being "sold" anymore. If they sense they are being pushed, their guard goes up - and even if they do comply, lingering resentment undermines the relationship ...maybe forever. Yet, most books on influence still portray it as something you "do to" someone else to get your way.

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Real Influence: Persuade Without Pushing and Gain Without Giving In - Kindle edition by Goulston, Mark, Ullmen, Dr. John. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Real Influence: Persuade Without Pushing and Gain Without Giving In.

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In this post-pushing, post-selling world, influence can no longer be viewed as something you do to someone to get what you want. In fact, real influence isn't even about what you want. It's about forging strong connections by focusing on other people's viewpoints, and, quite simply, giving before asking for anything, and always striving for win-win outcomes.

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"Real Influence is just what you need, whether you want to influence a boss, a peer, a subordinate, your spouse, your parent, or your kid. It is the antidote to the push-back you get from people whenever they perceive you as being too pushy." -- Marshall Goldsmith, author, What Got You Here Won't Get You There

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