



27 Técnicas de persuasión: Estrategias para convencer y ganar aliados (Spanish Edition)

Chris St. Hilaire

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Es posible que los demás olviden lo que usted les ha dicho, pero no cómo les ha hecho sentir. Este es el secreto de la auténtica persuasión.

La auténtica persuasión se basa en la capacidad para comprender a la audiencia que uno tiene delante, ya se trate de una persona o de un millón, y en crear un mensaje que esté en línea con lo que piensan de antemano. Chris St. Hilaire le enseña a persuadir sin avasallar, a identificarse con su audiencia y a utilizar un lenguaje que logre que la gente se ponga de su lado, en sus propios términos.

Con provocadores ejemplos procedentes tanto del entorno político como empresarial, *27 técnicas de persuasión* proporciona estrategias eficaces que se pueden poner en práctica de forma inmediata en cualquier situación.

Reseñas:

«Este libro contiene las mejores herramientas que le permitirán comunicarse de forma mucho más eficaz. Aplíquelas y ganará inmediatamente influencia sobre los demás.»

James W. Robinson, vicepresidente, Cámara de Comercio de Estados Unidos

«*27 técnicas de persuasión* ofrece unos sólidos consejos para lograr que los demás le sigan a usted.»
CNBC

«Empleando las estrategias que propone *27 técnicas de persuasión* usted llegará a ser un comunicador mucho más efectivo en los negocios y en la vida.»

Hadi Makarechian, Consejo Rector, Universidad de California

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