

The book was found

The Little Book Of Persuasion: Defend Yourself By Becoming A Skilled Persuader

THE LITTLE BOOK OF PERSUASION



DEFEND YOURSELF BY BECOMING
A SKILLED PERSUADER

SIA MOHAJER



Synopsis

Everyday we engage in psychological battle to persuade others or be persuaded by them. The history of persuasion dates back to the Ancient Greeks who valued rhetoric as an essential skill. Times have changed and rhetoric has lost its place as a fundamental skill of reasoning and logic. This leaves us open and unarmed against skilled persuaders. Persuasion is more than just tactics and methods of social compliance. Understanding how we are persuaded opens the doorway to a deeper understanding of our automatic brain processes and biases. Expert persuaders tap into these processes and use them against us for their own benefit. This book is a journey into these techniques. You will emerge from it smarter, more persuasive and better equipped to defend yourself.

Book Information

File Size: 345 KB

Print Length: 109 pages

Page Numbers Source ISBN: 1519349289

Simultaneous Device Usage: Unlimited

Publisher: Sia Mohajer; 1 edition (November 9, 2015)

Publication Date: November 9, 2015

Sold by:Â Digital Services LLC

Language: English

ASIN: B017TA55XA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #76,830 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #4 inÂ Kindle Store > Kindle eBooks > Business & Money > Economics > Commercial Policy #5 inÂ Books > Business & Money > Economics > Commercial Policy #5 inÂ Kindle Store > Kindle eBooks > Business & Money > Job Hunting & Careers > Internships

Customer Reviews

I've read this book about two months ago. Right after finishing it I wasn't very impressed. I'm glad I took my sweet time with this review. Now I can do the book its justice. When I reflected back on the

content and I was beyond impressed. Here goes why: I found the language of the book very difficult. The author didn't take any shortcuts when it concerned specific terminology or concepts. I'm glad he didn't succumb to the temptation of selling "easy stuff for the masses." It made the book so different from many others I've recently read. I remember how frustrated I was at one place reading a definition second or third time and not exactly grasping what it means. I was on the verge of abandoning the book altogether- something I do very rarely. But the author shocked me reading my mind. Exactly at this point, he said something like "but this may be difficult to grasp, so let me illustrate it with a story." Wow! I was amazed by this trick! It made me to stick to the very end. By the way, the stories were the strongest point of this book. They were perfect to explain those difficult definitions. In the end, the content of the book wasn't groundbreaking. I felt like I already knew it all, but maybe it was just an illusion of my ego? I found myself, my wife, my kids and my friends in many of the stories instanced. They were really aptly picked and said. Here comes the highest praise for "The Little Book of Persuasion": I didn't intend to learn anything from it. I picked it out of curiosity because I have a monkey brain which loves new shiny objects. Nonetheless, I remember reading through the final part which is sort of exercises, sort of quiz (genius idea!

I have always been fascinated by the topic of persuasion but never actually considered myself a persuasive person. After reading this book by Sia Mohajer, I am convinced that anyone can learn the power of persuasion if they can understand the psychology behind how the human brain functions in relation to persuasion tactics. Not only will this book how to be persuasive, but it can stop you from becoming manipulated when it's being done to you. I thought the persuasion hacks and action steps were great; I realized that there were opportunities in every day work and play that somebody is trying to "get" me to do something that I don't really want to do. When I said "No", they would use a persuasive tactic that eventually got me to say yes. Just a taste of the Persuasive Hacks that you will learn are: • Just asking for a little; • Bait and Switch technique • The Low Ball technique [for sleazy selling/buying] • The closure principal [and insane pressure] • Authority Principle [Guy with the uniform] • Clothing [as a powerful symbol] • Altruism [Better Than That] • Buying Into negative Self-Feelings; • Pleading principle [Begging] • Ingratiation & Getting Others to Like You • Reciprocity [and giving gifts] • Reframing [and how you say it] • Halo Effect [when you are so beautiful people can't say NO] • Exclusivity: when you feel special. This book was not only well-written and informative but, highly organized and definitely packed with material you can start using today. Why? It covers just about any situation that you'll find yourself in every day. What I gained from this is how to turn the situations that I have always

been weak at into persuasive bargaining chips.

[Download to continue reading...](#)

The Little Book of Persuasion: Defend Yourself by Becoming a Skilled Persuader Persuasion: The Art of Persuasion, Influence, and Power To Get Whatever You Want, Whenever You Want Defend Yourself: A Comprehensive Security Plan for the Armed Homeowner The Reading Strategies Book: Your Everything Guide to Developing Skilled Readers CAST Exam Secrets Study Guide: CAST Test Review for the Construction and Skilled Trades Exam The Skilled Facilitator: A Comprehensive Resource for Consultants, Facilitators, Managers, Trainers, and Coaches The Skilled Pastor: Counseling as the Practice of Theology Linux Server Security: Hack and Defend The Curious Case of Kiryas Joel: The Rise of a Village Theocracy and the Battle to Defend the Separation of Church and State The Bond: Our Kinship with Animals, Our Call to Defend Them Delay Deny Defend--paperback Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value (2nd Edition) Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value Honor and Defend (Rookie K-9 Unit) Becoming Adult, Becoming Christian : Adult Development and Christian Faith The Little Books of Champagne, Chocolate, and Roses: The Little Book of Champagne/The Little Book of Chocolate/The Little Book of Roses Knock Yourself Up: No Man? No Problem: A Tell-All Guide to Becoming a Single Mom Although Of Course You End Up Becoming Yourself: A Road Trip with David Foster Wallace A Little Books Boxed Set Featuring Little Pea, Little Hoot, Little Oink Alfred's Teach Yourself to Play Mandolin: Everything You Need to Know to Start Playing Now!, Book, CD & DVD (Teach Yourself Series)

[Dmca](#)