



## 7 Secrets of Persuasion: Leading-Edge Neuromarketing Techniques to Influence Anyone

By James C Crimmins

BRILLIANCE AUDIO, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. 7 Secrets of Persuasion is the first book to take the latest scientific insights about the mind and apply them to the art of persuasion. It directly translates the revolution in neuroscience that has occurred over the last 40 years into practical new techniques for effective persuasion. Whether your goal is to persuade one person--a husband, child, or boss--or the millions who might purchase an Apple Watch or a Budweiser, 7 Secrets of Persuasion will show you how to: Unearth the motivation that actually changes a behavior like smoking, voting, or buying, even if the person(s) doesn't know why they do what they do. Tap into the mental process that gives religious symbols, political symbols, and commercial logos their power. Make a promise that is delayed, uncertain, and rational more compelling by making it immediate, certain, and emotional. Transform your candidate, service, or product into the one people want to buy by utilizing what psychologists call the fundamental attribution error.

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