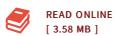




The Art of Woo: Using Strategic Persuasion to Sell Your Ideas

By G. Richard Shell, Mario Moussa

Tantor Media, Inc, United States, 2007. CD-Audio. Book Condition: New. Unabridged. 188 x 135 mm. Language: English . Brand New. Your projects, programs, and career turn on the difference between no and yes. Yet selling ideas-especially the kinds of ideas that make organizations work-is a skill shrouded in mystery. Part emotional intelligence, part politics, part rhetoric, and part psychology, selling ideas is not like tricking someone out of his money. It s about helping others to see things your way-engaging their minds and imaginations. Charles Lindbergh, for example, needed woo to assemble backers for his famous flight. Nelson Mandela also used it to lead a revolution in South Africa. In any context, woo is two parts art and one part science. In The Art of Woo, Professors G. Richard Shell and Mario Moussa offer a self-assessment to determine which persuasion role fits you best and how to make the most of your natural strengths. They also share vivid stories from their experiences advising thousands of leaders and stories about famous people like John D. Rockefeller, Andrew Carnegie, Andy Grove, and Bono. Whether you re introverted or extroverted, competitive or collaborative, intellectual or practical, The Art of Woo will strengthen your persuasion skill...



Reviews

This book will be worth getting. Better then never, though i am quite late in start reading this one. Its been written in an extremely basic way which is only right after i finished reading this book through which actually altered me, alter the way i believe.

-- Mr. Enrico Lesch

This ebook is fantastic. It is actually writter in straightforward terms rather than hard to understand. Its been designed in an extremely straightforward way and it is merely soon after i finished reading through this ebook through which in fact modified me, alter the way i really believe.

-- Justice Wilderman