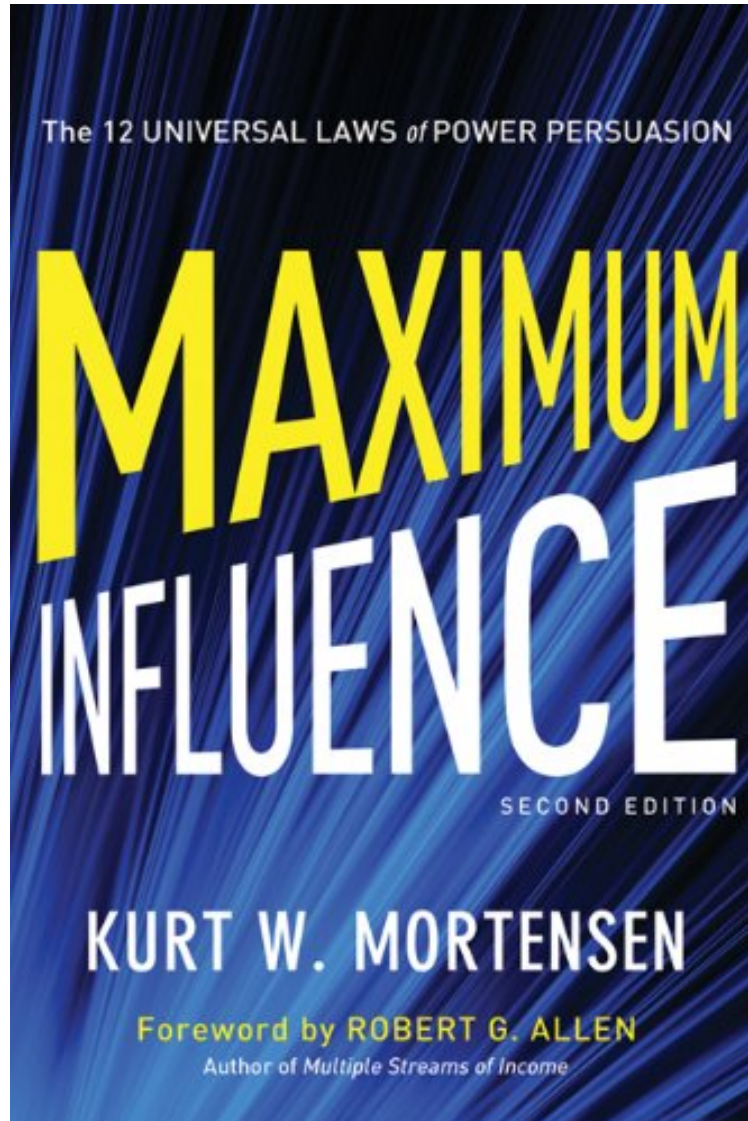


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Kurt W. Mortensen

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This is also one of the best books, in general, I've read this year. The author provides some great information that is immediately applicable to everyone from sales people to managers to parents - basically, anyone who wants to learn more about influence and the best way to use it. The book is filled with lists of things to help you learn and tactics to use. I listened to the audio version of this book and the reader was easy to listen to and had a great tempo. If you're considering the book or on the fence about it - take the leap and just get this one - it's well worth the time and money.

Salespeople, consultants, managers, executives, entrepreneurs. . . Influence is a crucial tool for absolutely anyone seeking success and prosperity. But how can everyday people actually become more influential? Maximum Influence unlocks the secrets of the master influencers. Now in an all-new edition, the book combines scientific research with real-world studies, presenting the most authoritative and effective arsenal of persuasion techniques ever. Author and renowned expert Kurt Mortensen reveals the 12 Laws of Persuasion, explaining why each law works, how to use it, and what to avoid. You will learn about the law of dissonance, the law of contrast, the law of expectation—and nine other proven principles that consciously and unconsciously propel people to act. You will also discover how to: bull; Read anyone instantly bull; Get people to trust you instinctively bull; Change minds easily bull; And convince anyone to give you almost anything. With new case studies and cutting-edge influencing techniques, this is the ultimate guide to the art and science of getting exactly what you want—and when you want.