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By Kevin Hogan

John Wiley Sons Inc, United States, 2013. Hardback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book. Invisible Influence is a masterpiece in understanding the science of influence and how to take it from convincing to compelling. Kevin Hogan shows you in plain English how to understand, apply, and master the science of persuasion. The book is brilliant and you can be brilliantly persuasive. Buy the book, read the book, and implement the book. Jeffrey Gitomer, author of The Sales Bible and The Little Book of Leadership One eyebrow-raising, head-whacking, forehead-slapping technique after another. Anyone whose daily life depends on influencing people in other words, everyone should read this book. Buy copies for your friends and hide it from your enemies. Richard Brodie, author of Virus of the Mind: The New Science of the Meme Master persuaders know that it's not really about the words you use or the moves you make other people get persuaded because of what you think and how you feel. Kevin Hogan explains in delightfully clear detail how to make these master-persuader secrets work for you. Not only that, he also explains why all of this works, and he shows...



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