



The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions

Russell H. Granger

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Introducing 7 scientifically proven ways to masterfully apply the skill of persuasion and get the results you want. Most people respond to emotional cues rather than rational ones. With the new technology of real-time brain imaging, scientists have been able to pinpoint seven of these emotional triggers. You'll learn how to motivate a Yes response from clients, coworkers, employees, and entire organizations.

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From reader reviews:

Diego Mears:

Playing with family in a park, coming to see the ocean world or hanging out with pals is thing that usually you may have done when you have spare time, in that case why you don't try factor that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions, you are able to enjoy both. It is very good combination right, you still desire to miss it? What kind of hang-out type is it? Oh can happen its mind hangout fellas. What? Still don't get it, oh come on its known as reading friends.

Gary Farrell:

This The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions is great publication for you because the content which can be full of information for you who have always deal with world and have to make decision every minute. This kind of book reveal it info accurately using great organize word or we can declare no rambling sentences included. So if you are read the item hurriedly you can have whole facts in it. Doesn't mean it only gives you straight forward sentences but tough core information with lovely delivering sentences. Having The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions in your hand like obtaining the world in your arm, information in it is not ridiculous one. We can say that no book that offer you world throughout ten or fifteen minute right but this reserve already do that. So , this can be good reading book. Heya Mr. and Mrs. hectic do you still doubt this?

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