

The Art Of Woo Using Strategic Persuasion To Sell Your Ideas

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Moussa This a terrific guide that should help the persuasion neophyte or veteran to become a better persuader.

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In The Art of Woo, they present their systematic, four- step process for They have advised thousands of executives from companies such as Google, Microsoft, and General Electric to organizations like the World Bank and even the FBI's hostage rescue training program.

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Get this from a library! The art of woo : using strategic persuasion to sell your ideas. [G Richard Shell; Mario Moussa; Alan Sklar; Tantor Media.] -- Explaining that the practice of selling ideas is a matter of encouraging others to share one's beliefs by applying strategies in psychology and emotional intelligence, a guide for salespeople ...

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