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## The Art of Persuasive Influence: What works and why in positively influencing people and outcomes

By Glen Sharkey

The Lifeworks Co Ltd. Paperback. Condition: New. 234 pages. Dimensions: 8.5in. x 5.5in. x 0.5in. Influence may be a synonym for leadership, but it is not merely confined to formal leadership roles in the workplace. As this book will articulate, influence occurs in families, with customers, with neighbours, on the sports field with fellow players and the opposition and even the referee or umpire. In fact, influence is seen at its clearest when it occurs for the benefit of both parties without any positional authority in the relationship. This book outlines the why, what and how, of influencing others in an easy to read format with numerous real life stories to illustrate. If you lead others in any capacity then you are going to greatly benefit from reading this book. In The Art of Persuasive Influence Glen Sharkey will take you on a fascinating journey into human relationships where kindness, care, respect, and empathy triumph over negativity. Nabil Doss, Expert in Influential Communication, 2016-2017 President of the Global Speakers Federation Glen is perfectly placed to write this important book on influence largely because he is someone that has lived it out. He is a leader whose care for those he is...



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